

THE

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VOL. LXXVII., No. 20. NEW YORK, May 14, 1910 WHOLE No. 1998

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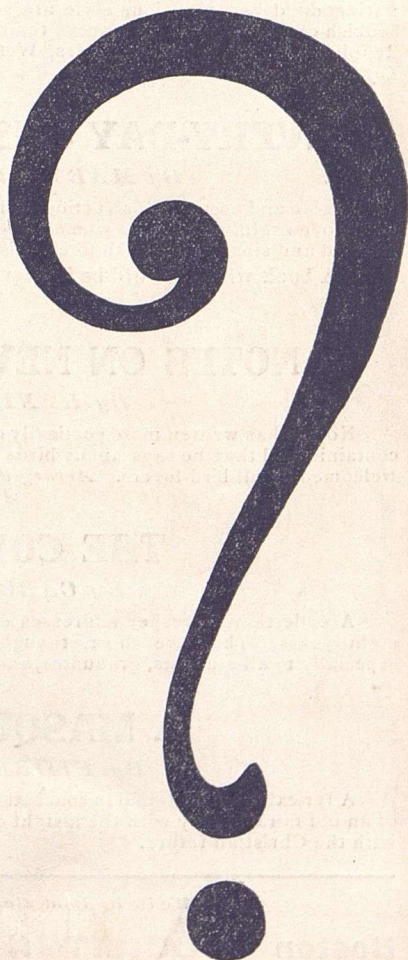
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Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

PUBLICATION OFFICE, 298 BROADWAY, P. O. BOX, 943, N. Y.
R. R. BOWKER, Editor and Publisher.

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NOTES IN SEASON.

HENRY ALTEMUS COMPANY have postponed the date of publication of "Potash and Perlmutter" until May 30.

AN advertisement as apt as that of the Putnam's, "The Rosary," seldom appears in the pages of THE PUBLISHERS' WEEKLY.

THOMAS WHITTAKER, INC., are the American publishers of a new volume of sermons by the popular Bishop of London, entitled "Into the Fighting Line," the volume including special discourses on memorable occasions during his recent visit to this country.

THE MACAULAY CO., New York City, have ready to-day "The Princess of Forge," by George C. Shedd, an American romance, illustrated by Howard Giles, a story in which

the interest centres around a gold mine and whose heroes are a man of dual personality and a most pleasing American girl.

THE NEW YORK STATE LIBRARY has made its preliminary selection of the books published in 1909 suitable for public library circulation—1289 out of a total of 10,901. This tentative list has been sent to co-operating librarians for a further selective process, looking toward the final selection of the "best" 50 and 250 books of 1909 for library use.

Two books in the spring list of Duffield & Company appeal strongly to the widespread interest in mystery and the solution of a complicated human puzzle. In "Joe Muller: Detective," a new portrait is added to the gallery of detectives in fiction; "The Innocent Murderers" narrates the extraordinary events that caused and followed the disappearance of a learned professor from a quiet American college town. A novelty in this story worthy of remark is the ingenious use made of the almost magical powers of radium. "Joe Muller" comes to us from Vienna. The book is notable not only for the series of clever detective stories contained in it, but as an exposition of a side of life in European capitals unfamiliar both to travellers and readers of fiction.

WHEN the seventieth birthday of Björnsterne Björnson was celebrated in 1902 a great many tributes were paid to the genius of the venerable poet. As an American contribution to this occasion, a survey of Björnson's life and work was made by William Morton Payne and published in the *International Quarterly* of March, 1903. This essay, which offers the most systematic account of the man and his writings at present obtainable in the English language, is now reproduced with some changes and additions in a small fifty-cent volume published by A. C. McClurg & Co. The text includes original translations of several of the lyrics and a few passages of prose. Coming out, as it does, immediately after Björnson's death, this is a timely book which will attract many readers.

HOUGHTON MIFFLIN COMPANY publish to-day "Sport and Travel in the Far East," by J. C. Grew, who has hunted game of all sorts in almost every part of the world, including New Zealand, Singapore and China; and "Notes on New England Birds," Thoreau's recognized classic on the subject, now edited by Francis H. Allen, the well-known ornithologist. Volumes of essays of special interest to women are "Every-Day Business for Women," by Mary A. Wilbur, simple, accurate instruction in transacting such business as falls to the lot of thousands of American women; and "At the Sign of the Hobby-Horse," in which Mrs. Elizabeth Bisland Wetmore discusses the Morals of the Modern Heroine; The Contemporary Poets; Upon Making the Most of Life; Strong Meat for the Masses (literary meat), etc., in uncommonly readable manner. Caroline Hazard has a book on "The College Year," and Florence Converse has a volume entitled "A Masque of Sibyls."

Weekly Record of New Publications

The abbreviations are usually self-explanatory. c after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added. Where no price is given the publisher quotes price only on request.

A 010 after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Adams, Mrs. Hugh, and Browne, Edith A., eds. The social calendar, 1910. N. Y., Macmillan, 1910. 32+112 p. 12°, cl., \$1.25.
Book of reference dealing with every social function of note in the United Kingdom.

American playgrounds; a pioneer book on public recreation; ed. by Everett B. Mero, with contributions from 25 authorities. 2d ed., rev. and enl. N. Y., Baker & Taylor, 1910. 400 p. il. plans, diagrs., 8°, \$2 net.

American prohibition year book for 1910; 250 pages of the latest data, tables, diagrams, fact, and argument, condensed for ready reference; eds. C: R. Jones, Alonzo E. Wilson, Fred D. L. Squires. Chic., National Prohibition Press, 92 La Salle St., 1910. c. 256 p. il. pors. D. cl., 50 c.; pap., 25 c.

Anderson, Jos. Ferguson. Methodist dictionary; a brief work on Methodist terminology; prepared in the interest of ministers, members, and friends of the Methodist Episcopal church. N. Y., Eaton & Mains, [1910.] c. '09. 88 p. 16°, 25 c. net.

Angell, Emmett Dunn. Play; comprising games for the kindergarten, playground, schoolroom, and college; how to coach and play girls' basket-ball, etc. Bost., Little, Brown, 1910. c. 27+190 p. pls. D. cl., \$1.50 net.

From years of experience in the University of Wisconsin, Harvard Summer School of Physical Training, Yale University School of Physical Education, and Oregon Agricultural College, Professor Angell has drawn the material for this book. More than one hundred games, including water sports, all carefully graded and suitable for outdoor and indoor use, are given. Valuable details for coaching and playing girls' basket-ball make up an important section of the volume.

Archer, W. Through Afro-America; an English reading of the race problem. N. Y., Dutton, 1910. 8°, cl., \$3 net.

Arctander, Karl Johan Ludwig Wilhelm August. Guilty? N. Y., Cochrane Pub. Co., 1910. c. 203 p. pls. 12°, \$1.25.

Baldwin, Ja. Stories of the king. N. Y., Amer. Bk. Co., [1910.] c. 335 p. il. D. (Eclectic readings.) cl., 50 c.
A reader containing the stories of King Arthur and his Round Table.

Banfield, E. J. Confessions of a beachcomber; scenes and incidents in the career of an unprofessional beachcomber in tropical Queensland; with a map and 53 illustrations. N. Y., Appleton, 1909, [1910.] c. '08. 12+336 p. O. cl., \$4 special net.

Bartholomew, J. G. A school economic atlas; with introd. by L. W. Lyde. [N. Y., Oxford Univ. Press,] 1910. 64 p. maps, Q. cl., 85 c.
The first maps in this atlas embody the great

world principles which make the necessary foundation, climatic phenomena being specially emphasized. The later maps, being concerned only with commercial products, are absolutely useless unless they are used in close connection with the physical and climatic maps which precede them.

Bateman, Matilda Eugenie Shea. The light that never fails. N. Y., Cochrane Pub. Co., 1909, [1910.] c. 61 p. 12°, 60 c.

Beach, Rex Ellingwood. Going some; a romance of strenuous affection suggested by the play by Rex Beach and Paul Armstrong; il. by Mark Fenderson. N. Y., Harper, 1910. c. 294 p. D. cl., \$1.25.

A story all about a house-party on a western ranch, with a jolly group of young people. Trouble arises from the fact that the hero has led his friends to believe he is an athlete, when, as a matter of fact, he never did anything more athletic than lead the cheering for others. His predicament and that of a fat man who is with him as his "trainer" form a humorous background for a dashing love romance. By the author of "The silver horde," "The barrier," etc.

Becker, Carl Lotus. The history of political parties in the province of New York, 1760-1776. Madison, Wis., Univ. of Wis., 1909, [1910.] 319 p. 8°, (Univ. of Wis., bulletin; History ser.) 75 c.
Bibliography (12 p.).

Beebe, Mary Blair and C. W. Our search for a wilderness: an account of two ornithological expeditions to Venezuela and to British Guiana; il. with photographs from life taken by the authors. N. Y., Holt, 1910. c. 19+468 p. O. cl., \$2.75 net.

Mr. and Mrs. Beebe left New York on February 22, 1908, on the little steamship "Trent," and arrived at Trinidad on March 9. Next time they sailed from New York on the steamship "Coppename" and landed at British Guiana on the 24th. Mr. Beebe is curator of ornithology in the New York Zoological Park. The travellers wished to see birds and animals further south than those hitherto seen. Three appendices. Index.

Bennett, Hugh Garner. The manufacture of leather. N. Y., Van Nostrand, 1910. 441 p. il. 8°, cl., \$4.50 net.

Bergquist, Nils W. Swedish folk dances. N. Y., A. S. Barnes, 1910. 4°, \$1.50.

Berwick, Mary Hasell. Escapades of an American youngster. N. Y., Brentano's, 1910. 12°, \$1.

Bible. New Testament. The modern speech New Testament; an idiomatic translation into English from the resultant Greek Testament, by R: Fs. Weymouth; ed. and rev. by E. Hampden-Cook. N. Y., Baker & Taylor, 1910. 674 p. 12°, cl., \$1.25 net; leath., \$2.25 net.

Binns, C. Fergus. The potter's craft; a practical guide for the studio and workshop. N. Y., Van Nostrand, 1910. 171 p. il. pls. 8°, \$2 net.

Blum, Edg. C. Robert Emmet's wooing. N. Y., Cochrane Pub. Co., 1910. c. 9+142 p. por. pls. 12°, \$1.

Boeckmann, Paul v. *Physique; a treatise on deep breathing and the care and development of the lungs and muscular system.* N. Y., Paul von Boeckmann, 103 Park Ave., [1910.] c. 254 p. il. por. pls. 12°, \$1.

Booth, W. Stone. The hidden signatures of Francesco Colonna and Francis Bacon; a comparison of their methods, with the evidence of Marston and Hall that Bacon was the author of *Venus and Adonis*. Bost., W. A. Butterfield, 1910. 50 c. net.

Bouillane de Lacoste, Émile Antoine Henri de. *Around Afghanistan; with a preface by Georges Leygues; tr. from the French by J. G. Anderson.* N. Y., Appleton, 1909, [1910.] 31+217 p. il. por. maps, 8°, \$3 special net.

Breck, E.; *M.D.* *Wilderness pets at Camp Buckshaw; with il. from photographs from life.* Bost., Houghton Mifflin, 1910. c. 9+239 p. O. cl., \$1.50 net.

The pets described inhabit the woods of the Northeast. In his "The way of the woods" the author proved himself a practiced woodsman and thorough sportsman. The characters who summered at Camp Buckshaw are nearly all real persons, and the pets and their deeds are described after close observation and made vivid by the use of the camera. The author makes special protest against "those baneful results of modern civilization—insensate luxury and false and artificial standards of life."

Bumpus, T. Fs. *Cathedrals and churches of Belgium.* N. Y., James Pott, 1910. il. 12°, \$2 net.

Caesar, Caius Julius. *Cæsar in Britain; selections from the fourth and fifth books of Cæsar's Gallic war; ed., with historical introd., notes, vocabs. and English exercises.* N. Y., [Oxford Univ. Press,] 1910. 95 p. por. S. cl., 25 c.

Editor was formerly scholar of Pembroke College, Cambridge, now lecturer in education, Durham University, England.

Campbell, W. H. *Illinois history stories, for use in elementary schools.* N. Y., Appleton, [1910.] c. 247 p. il. maps, 12°, 55 c.

Capes, Bernard. *Why did he do it?* N. Y., Brentano's, 1910. 12°, cl., \$1.50.

Carson, Jos. Dickson. *In nature's temple.* Phil., Oldach Co., 51 N. 7th St., [1910.] c. 208 p. pls. por. O. cl., \$1.25.

A book of sketches, essays and poems written by the author in leisure moments during a period of sixty years. The contents are arranged under the following subject headings: Deity, life and immortality; Ellicotts and a tribute; Songs—patriotic, sentimental and semi-comic; Life's illusions; Contraversal; Selections from studies in the literature of the nations.

Chadwick, Lester. *The rival pitchers; a story of college baseball.* N. Y., Cupples & Leon, [1910.] c. 303 p. pls. 12°, \$1.

Christie, Archibald H. *Traditional methods of pattern designing; an introd. to the study of decorative art, with numerous examples drawn by the author, and other illustrations.* [N. Y., Oxford Univ. Press,] 1910. 327 p. O. cl., \$2.

The art of decoration, and its past great phases, with the evolution of the idea of decoration as now understood is discussed. There is an interesting grouping together of the most common examples of patterns which seem to hold an intimate relationship to one another, in order to show the development

of decorative ideas, and to analyze the means by which these are expressed. Photographic plates of valuable examples are reproduced.

Church, Dan. Webster. *An interview.* Chic., Berlin Carey Co., [1910.] c. 6+163 p. D. cl., \$1.

This book is for those who feel that we are approaching or passing through a great change. It is designed to show the condition that we are in and what it is leading us to. Taking Abraham Lincoln, his birth, character and achievements, his principles are next applied as a possible remedy for present problems. After a short sketch of Lincoln's life, his views are set forth by an imaginary dialogue between a reporter and the author. "Records of a journey," "Enigma of life" are other books by the author.

Church, Mrs. Virginia. *Commencement days; a novel.* Bost., L. C. Page, 1910. c. 9+321 p. pls. D. cl., \$1.50.

A college story based on the play of the same name, which had a successful run last season. College girls' life makes a bright background to the story, which reaches its climax in commencement week, when the most popular girl in college, Kate Wells, is suspected of theft. The illustrations are taken from scenes in the play.

Clark, C. Heber, ["Max Adeler," pseud.] *The great natural healer.* Phil., Jacobs, [1910.] c. '02-'10. 82 p. pls. S. bds., 50 c.

Amusingly recounts the trials of John P. Tadcaster, who is mistaken for a physician endowed with wonderful powers of healing. It all happens in the small town of Borax, Pa. By the author of "Out of the hurly-burly."

Clark, C. Sumner. *The tyranny of power; a romance of two notable wars of the United States, before the Rebellion; an American story for Americans.* Bost., C. M. Clark, 1910. c. 3+375 p. pl. 12°, \$1.50.

Clennell, J. E. *The cyanide handbook.* N. Y., McGraw-Hill, 1910. c. 11+520 p. O. cl., \$5 net.

Among the many branches of study of the cyanide process fully dealt with there are some more or less neglected, or the matter printed is too fragmentary to be of practical value. This is true of the chemical aspect of the process, and for the benefit of managers of plants, foremen, chemists or assayers, the chemical properties, reactions, methods of manufacture and analysis of cyanide itself is here given as fully as possible. Index.

Clifford, Lucy Lane, ["Mrs. W. K. Clifford."] *Plays: Hamilton's second marriage; Thomas and the princess; The modern way.* N. Y., Kennerley, 1910. c. 5-329 p. 12°, \$1.50.

Colton, Bp. C. H. *Buds and blossoms.* N. Y., Benziger, 1910. c. 296 p. D. cl., \$1.25.

The author is Catholic Bishop of Buffalo. A collection of thoughts on subjects of strictly religious character and on general subjects viewed from a religious standpoint, presented "to make the teaching and spirit of the Catholic Church clearer and more grateful to her children."

Cowley, A. E., ed. *The Samaritan liturgy.* In 2 v. N. Y., Oxford Univ. Press, 1909, [1910.] 442; 100+878 p. O. cl., \$19.25.

The editor has transcribed the whole text from mss. in Samaritan character into Hebrew square character.

Crowdson, Mrs. C. N. *An American baby abroad; how he played Cupid to a Kentucky beauty; il. by R. F. Outcault and Modest Stein.* Bost., Little, Brown, 1910. c. '09, '10. 328 p. D. cl., \$1.50.

Two friends travel and study in Europe. One marries and goes on a long trip with her husband. A baby is born in London, the husband hurries to his duties in Egypt. He falls sick, the wife starts

for Egypt, leaving baby to be brought there by her girl friend and a colored nurse. Along the way they see the play at Oberammergau, mass conducted by Pope Leo at Rome, and Cairo, where the Kentucky belle in charge of "Baby" meets Cupid at close range. A light, vivacious summer story full of brisk dialogue.

Cullum, Ridgwell. The sheriff of Dyke Hole; a story of a Montana mining camp. Phil. Jacobs, [1910.] c. '09. 447 p. O. cl., \$1.50.

Author of "The watchers of the Plains" has created a "big" character with blunt honesty, deep fund of humor and many homely traits and inimitable observations. The story is again laid in the West.

Curry, F. E., comp. The national flag; Magna Charta; Declaration of Rights of American colonies, 1765 and 1774; Declaration of Independence; articles of Confederation; Constitution of the United States; treaty with Mexico; General Riley's proclamations, 1849; act admitting California into the union; constitution of California, 1849; constitution of California, 1879; proposed amendments to the constitution to be voted upon in November, 1910. Sacramento, Cal., [California, Secretary of State,] 1909, [1910.] 319 p. S. cl., gratis.

Cushman, Allerton Seward, and Gardner, H. A. The corrosion and preservation of iron and steel. N. Y., McGraw-Hill, 1910. c. 20+373 p. il. O. cl., \$4 net.

The object of this work is to present the more recent results of the researches on the corrosion and preservation of iron and steel as simply as possible. The contents are: Problem of corrosion; Theory of solution; Theory of corrosion; Application of electrolytic theory; Inhibition and stimulation of corrosion; Technical protection of iron and steel; Relation of pigments to the corrosion of iron; Recent field tests on protective coatings for iron and steel; Paints for various purposes, etc. Index. Bibliography (63 p.).

Davis, J. B. Surveying for beginners. Ann Arbor, Mich., G. Wahr, 1909, [1910.] 92 p. figs. D. cl., 90 c.

Desch, Cecil H. Metallography; with 14 pls. and 108 diagrs. in the text. N. Y., Longmans, Green, 1910. 11+429 p. D. (Text-books of physical chemistry; ed. by Sir W. Ramsay.) cl., \$3 net.

The author is Graham Young lecturer in metallurgical chemistry in the University of Glasgow. Some of the chapter headings: Diagram of thermal equilibrium; Practical pyrometry; Preparation of micro-sections; Crystallization of metals and alloys; Undercooling and the metastable state; Electromotive force and corrosion. Metallography of industrial alloys. Appendix and indexes.

Dorrington, Albert, and Stephens, A. G. Our Lady of Darkness. N. Y., Macaulay Co., 1910. il. 12°, \$1.50.

Drake, S. Adams. Old Boston taverns and tavern clubs. Bost., W. A. Butterfield, 1910. 4°, pap., 50 c.

Durell, Fletcher. Logarithmic and trigonometric tables. N. Y., C. E. Merrill Co., 1910. 114 p. 8°, cl., 75 c.

Durell, Fletcher. Plane trigonometry. N. Y., C. E. Merrill Co., 1910. c. 184 p. diagrs., 8°, cl., \$1; bound with Logarithmic and trigonometric tables, \$1.25.

Earland, Ada. Ruskin and his circle; with 20 il., including a photogravure frontispiece. N. Y., Putnam, 1910. 11+340 p. O. cl., \$1.75 net.

In this biography two unusual aspects of Rus-

kin's life are presented. A study has been made of the direct relationship between the influences surrounding his earlier years and his greatness, shortcomings and inconsistencies; and his marital relations, too long kept in seclusion to the detriment of Ruskin, are given in many particulars here, as the author considered the distance of time warranted a true account of facts. His circle of friends have been limited to such as influenced his life. Index and authorities (2 p.).

Eberhart, Noble Murray. A brief guide to vibratory technique. 2d ed., rev. and enl. Chic., New Medicine Pub. Co., 72 Madison St., [1910.] c. '08, '10. 160 p. D. cl., \$1.

Vibratory stimulation in its application for treatment of many diseases is here set forth. Vibration, not as the only or best treatment for the particular troubles cited, but as a material assistance to recovery in conjunction with other remedies. Principles and technique are given. Index.

Elliott, J. H., D.D. The brook in the pasture. Bost. United Society of Christian Endeavor, [1910.] c. 7-34 p. S. (Inner circle ser.) bds., 25 c.

A spiritual lesson drawn from the twenty-third Psalm. Formerly published by the Winona Publishing Co.

Erasmus, Desiderius. Opvs epistolarvm des Erasmi Roterdami; denovo recognitvm et avctvm per P. S. Allen. v. 2, 1514-1517. [N. Y., Oxford Univ. Press,] 1910. 20+603 p. O. cl., \$5.75.

For notice of this edition of the letters of Erasmus see American Catalog, 1905-'07, v. 2, '06.

Erskine, J. Leading American novelists; with 6 portraits. N. Y., Holt, 1910. c. 8+378 p. O. (Biographies of leading Americans; ed. by W. P. Trent.) cl., \$1.75 net.

The second volume of *Biographies of leading Americans* is written by the adjunct professor of English in Columbia University and author of "The Eliabethan lyric." He has selected Charles Brockden Brown, James Fenimore Cooper, William Gilmore Simms, Nathaniel Hawthorne, Harriet Beecher Stowe and Bret Harte because he believes "that time has already sifted out these names for special remembrance." He begins with a critical biography of each author, followed by detailed dissertation on his leading works. He renders the opinions of the best critics of to-day rather than his own impression when the biography pronounces any final judgment on the writer.

Fine, H., Burchard, and Thompson, H. D. Answers to Fine and Thompson's Co-ordinate geometry. N. Y., Macmillan, 1910. 4+10 p. 12°, pap., 20 c.

Finn, Fk. Wild beasts of the world. In 2 v. N. Y., Dodge Pub. Co., 1910. il. in col. 4°, \$8 net.

Foght, Harold Waldstein. The American rural school; its characteristics, its future and its problems. N. Y., Macmillan, 1910. c. 21+361 p. D. cl., \$1.25 net.

Author is professor of education, Midland College, Atchison, Kansas. He aims to make teachers more conversant with rural school history and the educational problems now looking toward solution. He believes wholesome, educated life on the farm the only American life of our day. He does not discuss separate methods of teaching, but gives more a history of education and prophetic view of its possibilities in rural surroundings. A special chapter is devoted to the work the libraries are doing for the 12,000,000 inhabitants of farm lands in giving them resources to fall back on in all surroundings.

Foot, Constance M. Insect wonderland; with il. by V. Q. Allen. N. Y., John Lane, 1910. 106 p. D. cl., \$1.25 net.

The reception accorded the author's previous publication, "Science through stories," has caused

the appearance of the present book. It is written in the form of conversations between various insects for the purpose of being read to kindergarten children or for amusing instruction to little folks at home.

Fox-Davies, Arth. C. The duplicate death; il. by Herman Heyer. N. Y., Macaulay Co., 1910. c. 318 p. pls. 12°, cl., \$1.50.

Gaines, Clement Carrington, ed. Simplified phonetic shorthand; a complete self-instructor giving an American exposition of the Isaac Pitman system of phonography; prepared under the direction of Clement C. Gaines by the teachers of the Eastman Schools, Poughkeepsie and New York. Rev. of 1908. [Poughkeepsie, N. Y., C. C. Gaines,] 1910. c. 272 p. 8°, \$2.

Gatewood, Lee C. An experimental study of dementia præcox; [reprinted from the *Psychological Review*.] Lancaster, Pa., Review Pub. Co., 1910. 3+71 p. tabs., diagrs., 4°, (Ohio State Univ., Psychological studies.) 75 c.

Gompers, S. Labor in Europe and America; personal observations from an American viewpoint of life and conditions of working men in Great Britain, France, Holland, Germany, Italy, etc. N. Y., Harper, 1910. c. 10+287 p. por. O. cl., \$2 net.

The president of the American Federation of Labor was sent by his organization as special representative to the British Trades Union Congress, the International Congress of Trades Unions, etc., to look into economic conditions. The book is made of observations on his journeys. He describes labor, wages, class feeling, social conditions, free speech, etc. Mr. Gompers thinks the United States leads in the essential things among the nations. The ignorance of Europeans about American life impressed him everywhere.

Greene, Maria Louise. Among school gardens. N. Y., Charities Publication Committee, 1910. c. 15+383 p. pls. D. (Russell Sage Foundation pub.) cl., \$1.25.

Dr. Greene covers all sorts and conditions of garden work done for the educational value to the child. This means not only the school garden as it is ordinarily understood, but some of the big experimental gardens which almost approach farms in size, vacant lot gardens, backyard and frontyard "patches"—in fact, everything down to a window-box. This is the first book to cover the whole country, instead of one city or district. The book is very practical in its directions for choosing soils, kinds of seeds to plant, time for planting, etc. Appendixes and index.

Hadley, Chalmers R. Why do we need a public library?; material for a library campaign; adopted for state use by the League of Library Commissions. Chic., Amer. Library Assoc. Pub. Board, 1909, [1910.] 49 p. 12°, (Amer. Library Assoc. Pub. Board, Library tract no. 10.) 5 c.

Hale, E. Everett, D.D., ed. Modern achievement; or, making of the modern world. 10 v. Chic., Westminster Press, 1910. 8°, cl., \$9.

Hardy, T. Far from the madding crowd. [Thin paper ed.] N. Y., Harper, 1910. 12+475 p. 16°, cl., \$1.25; leath., \$1.25 net.

Hardy, T. Jude the obscure. [Thin paper ed.] N. Y., Harper, 1910. 488 p. front. 16°, cl., \$1.25; leath., \$1.25 net.

Hardy, T. Under the greenwood tree. [Thin paper ed.] N. Y., Harper, 1910. 16°, cl., \$1.25; leath., \$1.25 net.

Harvey, Nathan Albert. Principles of teaching. Chic., Row, Peterson & Co., 1910. c. 423 p. il. 12°, \$1.25.

Hatfield, Montraville Lawson. How to stop stammering. Oakland, Cal., M. L. Hatfield, 1910. c. 3+88 p. por. 12°, \$1.50.

Hawkins, Nehemiah. Hawkins' electrical dictionary; a cyclopedia of words, terms, phrases and data used in the electric arts, trades and sciences; including the standardization rules of the American Institute of Electrical Engineers. N. Y., Audel, 1910. c. 8+537 p. 8°, \$3.50.

Hewlett, Maurice H. Letters to Sanchia upon things as they are; extracted from the correspondence of Mr. John Maxwell Senhouse. N. Y., Scribner, 1910. c. '09, '10. 85 p. D. cl., 90 c. net.

A collection of essays on things out of doors as well as indoors. They are taken from the correspondence of Mr. Senhouse and Miss Sanchia Percival in "Open country," and published in convenient form in answer to an expressed desire that they be separately published. Wordly wisdom; Civilization; Tramp's testament; Woman's art; Secret out, are the headings of some of the letters.

Hicks, J. Something about Singlefoot; chapters in the life of an Oshkosh man. N. Y., Cochrane Pub. Co., 1910. c. 437 p. 12°, \$1.50.

Hilprecht, Rev. Herman Volrath. Earliest version of the Babylonian deluge story, and The Temple Library of Nippur. Phil., A. J. Holman & Co., 1910. 70 p. il. (University of Pennsylvania, Babylonian expedition, ser. D., Cuneiform texts; ed. by H. V. Hilprecht.) 75 c. net.

This tablet, found by Dr. Hilprecht, is the centre of a hot controversy, one side contending that it is of a much later date than the date that is claimed for it, while the other claims that it was written and broken before Abraham left Ur of the Chaldees. The tablet agrees in most of its important details with the Biblical story of the flood, more so than any previously known cuneiform version.

Hodge, W. H. Intuitive perception; presented by a new philosophy of natural realism: in accord with universally accepted truths. Lancaster, Pa., Wickersham Co., 1910. 477 p. 8°, \$1.50.

Holmes, C. J. Notes on the science of picture-making. N. Y., Appleton, 1909, [1910.] 23+317 p. 8°, \$3 net.

Houllevigue, L. The evolution of the sciences. N. Y., Van Nostrand, 1910. 377 p. 8°, cl., \$2 net.

Hubbard, C. Lincoln. Power, heating and ventilation; a treatise for designing and constructing engineers, architects and students. In 3 v. v. 1, Boiler room equipment; v. 2, Power and lighting; v. 3, Heating and ventilation. Brattleboro, Vt., Technical Press, 1910. 227; 180; 247 p. il. 8°, cl., \$5 net.

Hubbard, Prévost. Dust preventives and road binders. N. Y., Wiley, 1910. 5+416 p. figs. 8°, cl., \$3 net.

Iowa State University. The constructive and rebuttal speeches of the representatives of the State University of Iowa in the intercollegiate debates. 2 v. v. 1, [Second annual debate, 1908-'09; proposition for de-

bate, resolved: "That American cities should adopt a commission form of government";] 2d ed.; v. 2, [Third annual debate, 1909-'10; proposition for debate, resolved: "That a graduated income tax, with an exemption of incomes below \$5,000 per annum, would be a desirable modification of the system of federal taxation."] Iowa City, Ia., Forensic League, 1910. 32; 46 p. pors. O. pap., ea., \$1.

Bibliographies.

Jenks, Jeremiah Whipple. Life questions of high school boys. N. Y., Young Men's Christian Assoc., 1910. c. 143+18 p. 12°, 40 c.

Teachers' supplementary reading list (18 p.)
Books of reference (1 p.).

Job, Herbert Keightley. How to study birds; a practical guide for amateur bird-lovers and camera-hunters; il. with photographs from life by the author. N. Y., Outing Pub., 1910. c. 272 p. O. cl., \$1.50 net.

This book tells in detail how to take up the study of bird life, how to know the birds and when and where to find them at different seasons. Every detail of the use of the camera on bird subjects is made plain, revealing the secrets of the author's own success. Mr. Job has been selected to conduct the course of bird study at Chautauqua, and this book will be his text for the course. It is the ideal guide for teachers—or anyone else interested in the study of our native birds. Other books by the author: "Sport of bird-study," "Wild wings," "Among the water-fowl," etc. Index.

Johnson, Clifton. The picturesque St. Lawrence; written and il. by Clifton Johnson. N. Y., Macmillan, 1910. c. 11+255 p. S. (Picturesque river ser.) cl., \$1.25 net.

Illustrated by reproductions from original photographs this volume presents many unique views of a well-known river. Its earliest explorers, its islands, rapids, quaint cities with their historic and individual settings—Montreal, Ottawa, Quebec; its capes, gulfs and tributaries, are all described.

Jones, Alice Johnson. Some minor chords. N. Y., Eaton & Mains, [1910.] c. '09. 6+119 p. 12°, \$1.

Kieffer, Rev. H: Martyn, comp. The funny bone. N. Y., Dodge Pub. Co., 1910. 24°, bds., 75 c.; ooze leath., \$1.

Kleber, J: C. The master spirit. N. Y., Cochrane Pub. Co., 1909, [1910.] c. 340 p. 12°, \$1.50.

Kleiser, Grenville, comp. The world's great sermons; comp. by Grenville Kleiser; introd. by Lewis O. Brastow, D.D. In 10 v. Chic., Westminster Press, 1910. per set, \$2.75.

Knight, Adele Ferguson. Mademoiselle Celeste; a romance of the French Revolution; front. by Clarence F. Underwood. Phil., Jacobs, [1910.] c. 322 p. D. cl., \$1.50.

The stirring days when Robespierre intimidated France were also days of love and devotion as well as of blood and battle. Crowding perils and marvellous escapes keep interest at its keenest, and after many troubled hours the climax is most unexpected and most satisfactory.

Krans, Horatio Sheafe, ed. The lost art of conversation; selected essays; ed., with an introd. and notes. N. Y., Sturgis & Walton, 1910. c. 15+366 p. pls. D. cl., \$1.50 net.

These essays hold that conversation is one of the chief pleasures of civilized social life; that it is,

comparatively speaking, a lost art; and that it may, if it be carefully cultivated, and if certain rules which condition the successful practice of it be observed, become a source of general delight, and a factor in the spread of culture and intelligence; and that it may, perhaps, attain something of the social and intellectual influence which it possessed in its great periods.

Kummins, Clare Beecher. Bible rhymes for the not-too young; il. in color by Oliver Herford. N. Y., B. W. Dodge, 1910. 4°, cl., 75 c. net.

Lagerlöf, Selma Ottiliana Louise. The girl from the Marsh Croft; tr. from the Swedish by Velma Swanston Howard. Bost., Little, Brown, 1910. c. 6+277 p. D. cl., \$1.50.

The title story is of a girl who has gone astray but is still possessed of innate honesty and goodness and who proves a love of truth and unselfish devotion that ennoble her before all people. The titles of other stories included are: "The silver mine"; "The airship"; "The wedding march"; "The musician"; "The legend of the Christmas rose"; "A story from Jerusalem"; "Why the people lived to be so old." The history of how "The story of Gosta Berling grew" is told in "The story of a story," an interesting bit of autobiography of the woman who this year won the Nobel prize for fiction of \$40,000.

Lanciani, Rodolfo. The Roman forum; a photographic description of its monuments; with 53 il. and a map. [N. Y., Stechert.] 1910. 111 p. il. Q. cl., \$1.50 net.

The author's "Sistine Chapel" is followed by the present volume of equal interest to students of Italy. Details of the Forum are reproduced and described as well the whole. The situation of each part is given with minute directions for finding it among the ruins. Index.

Leblanc, Maurice. The blonde lady; being a record of the duel of wits between Arsène Lupin and the English detective; tr. by Alexander Teixeira de Mattos; il. by H. R: Boehm. N. Y., Doubleday, Page, 1910. c. 3+345 p. col. front. 12°, 50 c.

Leblanc, Maurice. The hollow needle; further adventures of Arsène Lupin; tr. by Alexander Teixeira de Mattos. N. Y., Doubleday, Page, 1910. c. 3+325 p. 12°, \$1.50.

Leffingwell, Albert, M.D. American meat; its methods of production and influence on public health. N. Y., Thdr. E. Schulte, 132 E. 23d St., 1910. 208 p. 12°, cl., \$1.25 net.

Letters to His Holiness Pope Pius x, by a Modernist. Chic., Open Court, 1910. c. 20+280 p. por. D. cl., \$1.25.

The state of mind evinced in these letters is caused by the conflict a good Catholic and an active priest: in his pastoral duties, feels between certain ideals he cherishes, and the realizations with which, with regret, he finds fault. The purposes of the author have been to do a work of education among the priests of the church, to free them from the training of self-repression; and second, with the collapse of orthodoxy, to show there would "still be left a splendid Christ to revere."

Livy, [Livius Pativinus Titus.] Ab vrbe condita; liber ix.; ed., with introd. and notes, by T. Nicklin. [N. Y., Oxford Univ. Press.] 1910. 120 p. D. cl., 75 c.

The editor is late Foundation Scholar of St. John's College, Cambridge.

Lloyd, Mrs. Ella Bentley. Grandma's cook book; a collection of tried recipes. Cin., Jennings & Graham, 1910. c. 3-228 p. 12°, cl., \$1.25.

Lodge, R. B. Bird-hunting through wild Europe; with 124 il. from photographs by the author. N. Y., Appleton, 1909, [1910.] c. '08. 333 p. pl. cl., \$2.50 special net.

Lucas, E: Verrall and Eliz. Three hundred games and pastimes; or, what shall we do now?; a volume of suggestions for children's games and employments. N. Y., Macmillan, 1910. 10+392 p. il. diagrs., 8°, cl., \$2 net.

Lucretius, Carus Titus. De rerum natura; a selection from the fifth book (1-782); ed., with introd., analysis and notes, by W. D. Lowe. N. Y., Oxford Univ. Press, 1910. 67 p. D. cl., 90 c.

Editor was formerly scholar of Pembroke College, Cambridge, now lecturer in education, Durham University, England.

Lyon, D. Everett. How to keep bees for profit. N. Y., Macmillan, 1910. c. 12+329 p. pls. D. cl., \$1 net.

Everything a prospective bee-keeper could possibly wish to know, from bee physiology to sources of honey. The different kinds of bees, their breeding and handling, the equipment necessary for the most successful methods, marketing of honey, diseases and enemies are all carefully explained. Index.

McConnell, Fs. J. The diviner immanence. N. Y., Eaton & Mains, [1910.] c. 159 p. 12°, 75 c.

McConnell, Jos. Moore, ed. Southern orators; speeches and orations. N. Y., Macmillan, 1910. 53+360 p. 24°, (Pocket American and English classics.) cl., 25 c.

Making bread dear: a controversy between "Wheelbarrow" and "Sympathizer" upon corners and the board of trade, with reference to the labor question. Chic., Open Court, 1910. 32 p. 12°, 50 c.

Marlowe, Christopher. The works of Christopher Marlowe; ed. by C. F. Tucker Brooke. N. Y., [Oxford Univ. Press,] 1910. 6+664 p. D. cl., \$1.75; thin pap., \$2.50.

Editor is instructor in English in Yale University.

Marriott, J: Arth. Ransome. Second chambers; an inductive study in political science. [N. Y., Oxford Univ. Press,] 1910. 8+312 p. O. cl., \$1.75.

The purpose of this book is to present with accuracy some of the typical states of the modern times and their legislative forms. It analyzes and explains the constitutional function of "Second" Chambers, and offers assistance to the average citizen who finds it necessary to answer the grave questions of the present generation. The evolution of the bi-cameral form in the English Parliament is considered, also the governmental machinery of the United States, Canada, Australia, Africa, France, Belgium, Austria, Turkey, etc. Appendix and index.

Mathews, Shailer, D.D. The Gospel and the modern man. N. Y., Macmillan, 1910. c. 13+331 p. D. cl., \$1.50 net.

The author of so many books upon the Bible, professor of historical and comparative theology in the University of Chicago, considers in three parts in this latest book of his the place of the Gospel in modern society, the differences and points of resemblance between modern times and New Testament times, the reasonableness of the Gospel with its doctrines, and the possible power of the Gospel and the conditions necessary to show this power.

Maupassant, Guy de. [Works.] In 8 v. v. 1, Bel-ami; the history of a heart; introd.

by Clinton T. Brainard; v. 2, The window, and short stories; v. 3, Mad, and short stories; v. 4, Ball-of-Tallow, and short stories; v. 5, Monsier Parent, and short stories; v. 6, Madame Tellier's establishment, and short stories; v. 7, Moiron, and short stories; v. 8, Francesca and Carlotta Rondoli, and short stories. N. Y., Pearson Pub. Co., 1910. 3+313; 4+342; 4+344; 4+313; 4+342; 4+313; 4+314; 2+310 p. fronts. 16"; ¾ cl., \$3, with subs. to *Pearson's Magazine*.

Maury, Mrs. Sarah Webb. The beech; photographs by Mary Josephine Sloan. [N. Y., John Lane, 1910.] no paging, T. bds., 25 c. net.

An interesting history of the beech tree, bound and illustrated artistically. Little selections from the writings of nature lovers and botanists give the book a practical as well as a pleasurable interest.

Mayer, Fk. The song of the wolf. N. Y., Moffat, Yard, 1910. c. 217 p. D. cl., \$1.50.

The Wolf is a strong, virile man, who after graduating from Yale goes West, where he becomes overseer of a cattle ranch, and later finds a rich gold mine. He falls in love with a sweet, dainty girl, but in spite of his engagement to her becomes entangled with another woman who is already married. The intrigue brings much misery and heart-ache, but the really noble nature of the married woman conquers and she brings about the happiness of the other two.

Medbury, C: S. From the Jordan to the throne of Saul; for advanced teacher-training classes, adult Bible classes, etc. Cin., Standard Pub. Co., 1910. c. 192 p. S. (Training for service ser.) pap., 25 c.

An outline course in Bible study to carry the student through the Pentateuch.

Meredith, G: Works. Memorial ed. In 27 v. v. 5, Rhoda Fleming; v. 6, Evan Harrington. N. Y., Scribner, 1910. c. 8°, cl., ea., \$2.

Meyer, H: Herman. The graded Sunday-school in principle and practice. N. Y., Eaton & Mains, [1910.] c. 8+241 p. D. (Modern Sunday-school manuals; ed. by C: Foster Kent in collaboration with J: T. McFarland.) cl., 75 c. net.

The author first discusses briefly the educational principles determining the subject-matter and method of graded religious instruction. Then follows a short sketch of the development of the International Sunday School Lesson System, with special reference to the adoption of the New Graded Courses. Typical graded schools and graded courses and text-books now available are described. Practical suggestions for the grading and supervision of the local Sunday school are given.

Miller, T. S. The American cotton system historically treated, showing operations of the cotton exchanges, also cotton classification; with numerous practical domestic and foreign commercial calculations; tells what you want to know. [Flat, Tex., T. S. Miller,] 1909, [1910.] c. 11+294 p. por. D. cl., \$1.50.

Devoted to the interests of cotton, cotton growing and cotton oil. Gives the botanical history of cotton, its classification, the cotton exchanges, buying spot cotton, arithmetic of cotton, basic cotton calculations, checks and drafts, primary basis price, and problems. Devoted primarily to marketing of cotton, the banking interests of the country relative to cotton, etc. Tables and index.

Montgomery, Lucy Maud. Kilmeny of the orchard; with 4 il. in colour from paintings.

by G. Gibbs. Bost., L. C. Page, 1910. c. 256 p. D. cl., \$1.25.

The author of "Anne of Green Gables" and "Anne of Avonlea" once more lays the scene of her story in Prince Edward's Island. Kilmeny is a beautiful girl, who though able to hear has never been able to speak. A cloud rested on her mother and still throws its shadow over the girl. Eric Marshall comes to teach the district school, meets Kilmeny, loves her and through her love her voice is given her. There are delightful country neighbors of various types introduced.

Morden Training School. Complete course of instructions in real estate business. Minneapolis, Minn., R. O. Morden, 209 Palace Bldg., 1909, [1910.] c. 10 v., 8°, \$15.

Mundy, Floyd Woodruff, comp. and ed. The earning power of railroads, 1910; mileage—capitalization—bonded indebtedness—earnings—operating expenses—cost of maintenance—fixed charges—comparative statistics—investments—dividends—guarantees, etc.] N. Y., J. H. Oliphant & Co., 20 Broad St., 1910. c. 461 p. 12°, cl., \$2.50.

Münsterberg, Hugo. American problems from the point of view of a psychologist. N. Y., Moffat, Yard, 1910. c. 220 p. O. cl., \$1.60 net.

A collection of essays which have appeared in various magazines. *Contents:* The fear of nerves; The choice of a vocation; The standing of scholarship; Prohibition and temperance; The intemperance of women; My friends, the spiritualists; The Market and psychology; Books and bookstores; The world language. All these articles by the Harvard professor of psychology have been widely discussed.

Murray, Sir Ja. A. H.; [and others,] eds. A new English dictionary on historical principles, founded mainly on the materials collected by the Philological Society. [Reissue in quarterly parts.] [April pt. of v. 8, Round-nosed-Ryze.] N. Y., Oxford Univ. Press, 1910. 833-936 p. F. pap., 60 c.

My commencement. New ed.; front, in color by Harrison Fisher. N. Y., Dodd, Mead, 1910. 12°, cl., \$1.50, boxed; limp leath., \$3 special net, boxed.

Nakamura, Kaju. Prince Ito; the man and statesman; a brief history of his life. N. Y., Anraka Pub. Co., 1910. c. 16+114 p. front. D. cl., \$1.

An interesting account of the Japanese statesman who was recently assassinated in Manchuria. The first part tells of Ito's boyhood and his conduct in the days before the establishment of the New Japan, the second of his political career and the third of his private life. The author, though using graphic English, presents his facts from the Japanese point of view, and the difference in method from the forms to which we are accustomed is striking. The strict adherence to truth detracts in no way from the greatness of his hero.

Nicolls, W. Jasper. The daughters of Suffolk; with 24 illustrations. Phil., Lippincott, 1910. c. 333 p. D. cl., \$1.50.

The scene of this book is laid in the middle of the sixteenth century, and the Suffolk referred to in the title is Henry Grey, third Marquis of Dorset, who married Frances, daughter of Charles Brandon and Mary, sister of Henry VIII. By her he became the father of Lady Jane Grey, and of her sister—not so well known to the general reader—Lady Katherine Grey. The lives of these two girls form the historical facts from which Mr. Nicolls has drawn his inspiration. The book is illustrated with twenty reproductions of rare old plates collected by the author, who spent three years of laborious study in the libraries of this country and England in gathering his material.

Nixon-Roulet, Mary F., Waggaman, Mrs. Mary Teresa, Mannix, Mary Ellen, and others. A bit of old ivory and other stories. N. Y., Benziger, 1910. c. 255 p. D. cl., \$1.25.

Fifteen short stories by authors mentioned in title and Marion Ames Taggart, P. G. Smyth, Anna T. Sadlier and Jerome Harte, all Catholic in faith, although their stories are of general interest.

Oppenheim, E. Phillips. The illustrious prince; with il. by Will Foster. Bost., Little, Brown, 1910. c. '09, '10. 323 p. D. cl., \$1.50.

Readers always expect a tale of mystery from the author of "A maker of history," "The missionary," etc., and this is no exception. The prince in question is a Japanese whose mother was English. He comes to London on a secret political mission, and with characteristic devotion to his country balks at nothing which may serve her. Two Americans are murdered under most unusual and mysterious circumstances, and the following of the illusive clues, all of which seem finally to point to the prince, makes up a story which deals with English diplomats and London society, as well as Scotland Yard.

Osborne, W. F. The faith of a layman. N. Y., Cassell & Co., 1910. 238 p. 12°, \$1.25.

Oxford plain texts. 4 v. N. Y., Oxford Univ. Press, 1910. S. ea., cl., 10 c.; pap., 7 c.

Contents: Cowper, The task; Dryden, Preface to the fables; Pope, Essay on criticism; Wordsworth, The excursion, Bk. 1.

Parr, Olive Katharine. A red-handed saint. N. Y., Benziger, 1909, [1910.] 10+306 p. 12°, \$1.10 net.

Parsons, H. Griscom. Children's gardens for pleasure, health and education. N. Y., Sturgis & Walton Co., 1910. c. 226 p. il. D. cl., \$1 net.

At this time when abandoned farms are a menace, and land is in need of intelligent handling, a book such as this is of significant value. Although its primary object is less the growth of gardens than the growth of children, its teachings are of practical use to those who must unexpectedly impart such knowledge, as well as for the child who may learn through a small experience that he would rather work in the country than in the city. The author is secretary and practical adviser of the International Children's School Farm League, and director of the department of school gardens, New York University. Index.

Paul, Nanette B. Parliamentary law. N. Y., Century Co., 1910. 295 p. 16°, 75 c.

Peer, Fk. Sherman. The hunting field with horse and hound in America, the British Isles and France; il. from paintings by Julian Ingersoll Chamberlain and from photographs. N. Y., M. Kennerley, 1910. c. 25+319 p. pls., partly col., pors. 4°, \$5.

Pell, E. Leigh. Secrets of true success. Vest pocket ed. Richmond, Va., Harding Press, Inc., 1910. 10 c.

Pfleiderer, Otto, D.D. The development of Christianity; tr. from the German by Dan. A. Huebsch. Authorized ed. N. Y., Huebsch, 1910. c. 319 p. D. cl., \$1.50 net.

This book completes a trilogy on the subject of the development of Christianity, dealing as it does with the forward and present movement, as the author's "Religion and historic faiths" considered its past grounds of birth. Both these books in turn are complimentary to "Christian origins," published two years ago. This first book called forth the wish that the history of Christianity might be continued along the same lines, so that the whole might serve as a proof of the correctness of the author's interpretation of the origins. This has been completed with the present volume.

Plummer, C: *Vitae sanctorum Hiberniae; partim hactenus ineditae ad fidem codicum manuscriptorum recognovit prolegomenis notis indicibus instruxit.* In 2 v. [N. Y., Oxford Univ. Press,] 1910. 192+273; 391 p. O. cl., \$9.75.

Material is here collected from rare and scattered sources, some of it being only in manuscript, and is presented for the benefit of the students of Irish hagiology and ecclesiastical history. Part I gives the manuscript sources from which the lives of the Irish saints are derived with enumeration and criticism; part II, the separate lives contained in these volumes are dealt with; part III and IV, the character and mode of the composition of the lives and the nature and value of the information contained are discussed; part V, heathen folk-lore and mythology in the lives of Celtic saints is considered. Indexes and glossary.

Post, Lyman D. *Watermarks and brands used in the American paper trade; extracted from Post's paper mill directory for 1910.* N. Y., Lyman D. Post, 154 Nassau St., 1909, [1910.] c. 171 p. 8°, \$1.

Powell, Rev. Lyman Pierson. *The credentials of the church.* N. Y., T: Whittaker, [1910.] c. 45 p. D. pap., 20 c.

Written with the purpose of preparing, if not for Confirmation, then for admission into the Confirmation class, those who feel, or ought to feel, instinctive yearning for the church. Author is rector of St. John's, Northampton, Massachusetts.

Prelini, C: *Tunneling; an exhaustive treatise; containing many working drawings and figures, with additions by C: S. Hill.* 3d ed., rev. N. Y., Van Nostrand, 1910. 311 p. il. 8°, cl., \$3 net.

Pugsley, R: Marriotte. *The New York pilot and guide to the United States local inspectors examination of masters and pilots for New York Bay and Harbor to Yonkers and Great Captain Island, and a complete New York pilot containing all useful information.* N. Y., R: M. Pugsley, 1910. c. 248 p. 12°, \$1.

Ranger, Wa. Eug., comp. *Nineteenth annual program for the observation of Arbor Day in the schools of Rhode Island, May 13, 1910; prepared and distributed by the Commissioner of Public Schools, Department of Education, State of Rhode Island.* [Providence, R. I., Wa. Ranger, 1910.] 36 p. il. O. (Rhode Island education circulars.) pap., gratis.

With the suggestive program outline and appropriate words and music, many selections on pertinent subjects are quoted for memorization and instruction.

Reed, C: B., M.D. *The masters of the wilderness; a study of the Hudson's Bay Company from its origin to modern times; a paper read before the Chicago Historical Society, March 16, 1909.* Chic., Chicago Historical Society, 1909, [1910.] 137-173 p. fold. map, O. pap.

Rees, W: Geulph. *The mayor of Romans-town; a drama in three acts.* N. Y., Cochran Pub. Co., 1909, [1910.] c. 73 p. 12°, 75 c.

Rideout, H: Milner. *The twisted foot; with il. by G. C. Widney.* Bost., Houghton Mifflin, 1910. c. 248 p. D. cl., \$1.20 net.

Mr. Rideout's two previous books, "Dragon's blood" and "The Siamese cat," were both tales of the East, and now this new book also has its scene laid there. An American hero, a charming heroine,

and a mysterious Englishman are surprisingly involved. David Bowman falls overboard at night in the Sulu Sea, is picked up by hostile natives, makes his escape by landing on a beach where one white man lives alone. This is an Englishman, who is soon after mysteriously murdered, the only clue being the print of a twisted foot. David starts out to carry the last message, a package, from the Englishman to a girl whose photograph he sees in a locket and whose name is Mary, and that is all he knows. His search leads him to Batavia and through many dangers, always dogged by the twisted foot. The quest ends in a surprise to David, which will probably surprise the reader also.

Rogers, Ja. F., M.D. *Life and health.* Phil., Lippincott, 1910. c. 202 p. D. cl., \$1 net.

The first part of this book gives a general picture of the body in life and health, the second part deals more explicitly with the problems of hygiene and the maintenance of life and health. It is written as an aid to the reader to choose more easily between the true and the false in the multitudinous health teachings of the day. Index.

Rollins, Montgomery. *Money and investments; a reference book for the use of those desiring information in the handling of money or the investment thereof.* 2d ed. Bost., Estes, [1910.] c. 5-33+446 p. 8°, cl., \$2 net.

Authorities consulted (4 p.).

Ronald, Mary. *The century cook book.* New il. ed. N. Y., Century Co., 1910. cl., \$2.

Ross, E: Alsworth. *Latter day sinners and saints.* N. Y., Huebsch, 1910. c. 68 p. S. (Art of life ser.; ed. by E: Howard Griggs.) cl., 50 c. net.

The author cites an illustrative story which, as giving the heart of his theme, is best repeated. In the old days, when men lived under the lee of the sea, he was good who, having completed his own dyke, lent a hand in the building of his neighbor's. But, as it has proved safer and cheaper to girdle the town with a sea wall, that man is now good who lends a hand in keeping the public dyke in repair, and he can no longer be judged for his helpfulness to individuals alone.

Ruoff, H: Woldmar, ed. *Masters of achievement.* Buffalo, N. Y., Frontier Press Co., 1910. c. 1038 p. il. pors. cl., \$5.50; extra cl., \$6.25; leath., \$7.50.

Biographies of more than four thousand of the world's greatest leaders in all fields of achievement.

Savidge, Eug. Coleman, M.D. *The American in Paris: a biographical novel of the Franco-Prussian war: the siege and commune of Paris from an American standpoint.* 3d ed. Phil., Lippincott, 1910. c. '95. 273 p. O. cl., \$1.50.

In 1895 when this novel was written it was widely read and praised by those who knew. When the Lippincotts had their great fire in 1899 the entire printed stock was destroyed, but the plates were saved and the new edition is printed from the originals.

Sawyer, R. H. *The livery of heaven.* Bost., C. M. Clark, 1910. c. 422 p. pls. 12°, \$1.50.

Shakelford, Ethel. *The life of me.* N. Y., Dodge Pub. Co., 1910. il. 12°, \$1.50.

Shedd, G: C. *The Princess of Forge; il. by Howard Giles.* N. Y., Macaulay Co., 1910. c. 356 p. D. cl., \$1.50.

Again we have the great Alaskan land as background and the many mining speculations to furnish details for a plot of dashing adventure. A mining engineer of 28 is supposed to tell the tale of a delightful American girl and a man whose dual personality remains an enigma to the end. How gold is stoben, sought for and recovered is made vividly real.

- Shoesmith, Vernon Morelle. The study of corn. N. Y., Orange Judd Co., 1910. c. 9+11-96 p. il. 12°, 50 c.
- Skeat, Rev. W. W.; comp. Early English proverbs chiefly of the thirteenth and fourteenth centuries, with illustrative quotations. [N. Y., Oxford Univ. Press,] 1910. 147 p. front. D. cl., \$1.15.
A collection of Middle-English proverbs no one of which is of later date than 1400. Mr. Skeat is Erlington and Bosworth professor of Anglo-Saxon and Fellow of Christ's College, Cambridge. "List of books quoted" (10 p.).
- Smith, A. Croxton. Everyman's book of the dog. N. Y., Doran, 1910. il. 12°, cl., \$1.50 net.
- Smith, Hugh McCormick. Japanese gold fish; their varieties and cultivation; a practical guide to the Japanese methods of gold fish culture for amateurs and professionals. Wash., D. C., W. F. Roberts Co., Inc., 1909, [1910.] c. 112 p. il. col. pls. obl. D. cl., \$2.
The author, having the advantage of personal knowledge of the methods of goldfish culturists, is able to give many details hitherto unpublished. It is a book valuable to any who are studying or teaching zoology, as well as to amateurs and professional breeders. Many of the illustrations are full-page lithographic plates, in color, from original Japanese drawings of all the varieties of goldfish now cultivated in Japan.
- Smith, J. Reginald. Modern assaying; a concise treatise describing latest methods and appliances; ed. by F. W. Braun; with 80 illustrations. Phil., Lippincott, [1910.] c. 145 p. D. cl., \$1.50 net.
"Presents in a non-technical manner the science and methods for the assay of precious metals, so that the reader may in the shortest possible time acquire sufficient knowledge and dexterity of manipulation to enable him to follow out practical work."
—Preface. Book is confined to two methods of "wet" assaying, i.e., volumetric and the improved Guess-Haultain electrolysis.
- Some plans and suggestions for housing consumptives. N. Y., National Assoc. for the Study and Prevention of Tuberculosis, 105 East 22d St., 1909, [1910.] 87 p. il. Q. pap.
Shows how \$100,000 appropriated for the construction of a sanitarium can be apportioned; the result of a state commissioner's labor in building an institution for 150 patients is given. A list of questions to be answered before choosing a site where the National Association for the Study and Prevention of Tuberculosis may find a permanent home.
- Stacpoole, H: De Vere. Garryowen. N. Y., Duffield, 1909, [1910.] c. 321 p. 8°, \$1.50.
- Stafford, E: Russell. Shop talks; a series of addresses on Jesus Christ and His disciples, delivered at noon hour periods to working men; with an introd. by the Rev. Levi Gilbert. Cin., Jennings & Graham, [1910.] c. 195 p. 12°, cl., 75 c.
- Stainer, Sir J: The organ; a manual of the true principles of organ playing; ed. by Ja. H. Rogers. N. Y., Ditson, 1910. 124 p. 8°, \$1 net.
- Stein, Grace Maxine. Glimpses around the world through the eyes of a young American; with many original illustrations. Phil., Winston, 1909, [1910.] c. 15+481 p. O. cl., \$2 net.
Tells of many journeyings in far lands in a bright and spirited way, along with practical advice to future tourists, and many new conceptions of familiar things. The travels started westward, California being the first glimpse. Glossary.
- Steinmetz, C: Proteus. General lectures on electrical engineering; ed. by Jos. L. Hayden. Schenectady, N. Y., Robson & Adey, 1909, [1910.] c. '08. 284 p. il. diagrs., por. 12°, cl., \$2 net.
- Stoddard, T: A. "The quest." N. Y., Cochran Pub. Co., 1909, [1910.] c. 167 p. por. pls. 12°, \$1.50.
- Storey, G: Adolphus. The theory and practice of perspective. [N. Y., Oxford Univ. Press,] 1910. 12+272 p. il. O. cl., \$3.75.
A book giving the logical development of perspective for the use of students in painting, sculpture and architecture, with the reason for each step forward. The contents are divided into four books: The necessity of the study of perspective; The practice of perspective; Angular perspective; Shadows, sun and reflection in perspective. Index.
- Straus, Ralph. Robert Dodsley, poet, publisher, and playwright; with a photogravure portrait and 12 other illustrations. N. Y., John Lane, 1910. 14+407 p. O. cl., \$6.50 net.
Dodsley was a man whose personality was greater than his literary achievement, though that was not inconsiderable in his time; one who commanded attention and friendship from Defoe, Pope and Dr. Johnson. He was publisher for Sterne, Gray and Edmund Burke. Apprenticed to a stocking weaver by his father he ran away from the uncongenial task, incurred his father's lasting displeasure, and the responsibility for his own future. He became a footman, fortunately in the days when wit was appreciated in hirelings and sauciness condoned. He ingratiated himself with his master and took advantage of the opportunities surrounding him. Soon he was publishing his own works. He died at a friend's house at Durham on September 23, 1764, and was buried in the Cathedral churchyard. Appendix. Index.
- Tozzer, Alfr. Marston, and Allen, Glover Morrill. Animal figures in the Maya Codices. Cambridge, Mass., Peabody Museum, Harvard Univ., 1910. 100 p. il. pls. 8°, (Peabody Museum papers.) pap. and cl., \$1.
- Underhill, Ja. Mineral land surveying; a technical treatise on the surveying and patenting of mineral land; designed for the use of mineral surveyors and students of mining engineering. 2d ed., rev. Denver, Colo., Mining Science Pub. Co., 1910. c. 3+229 p. il. fold. pls. 16°, \$3.
- Vance, Rev. Ja. I: Tendency: the effect of trend and drift in the development of life. N. Y. and Chic., Revell, 1910. c. 247 p. 12°, cl., \$1.25 net.
- Van Schaack, D.; ed. Safeguards for the prevention of industrial accidents. Hartford, Ct., Aetna Life Insurance Co., [1910.] c. 174 p. il. 8°, 50 c.
- Vaughan, D: Davies. Lessons for Methodists. Cin., Jennings & Graham, [1910.] c. 202 p. pls. pors. 12°, cl., \$1.
- Virginia State Library. Separation of church and state in Virginia; a study in the development of the Revolution; special report of the Dept. of Archives and History, H. J. Eckenrode, archivist. Richmond, Va., Virginia State Library, 1910. 164 p. O. cl., \$1.
Virginia as a colony, being settled by average English men who did not leave England for either religious or political reasons, the natural founding of customs in the new world was as similar to the

old as possible, and the Anglican Church was the one established. Tracing the development of the exercise of clerical duty and position through the different phases of early government, the culmination of the break between church and state, which was inevitably caused by varying conditions is interestingly and studiously recorded. Index.

Vulté, Hermann Thdr., and Goodell, G. A. Laboratory notes in household chemistry; for use of students in domestic science. 2d ed. Easton, Pa., Chemical Publishing Co., 1910. c. 189 p. 12°, \$1.25.

Walker, T. Barlow. Descriptive catalogue with reproductions of life-size bust portraits of famous Indian chiefs, great medicine men, notable Indian warriors and renowned explorers, scouts and guides; with an authentic biographical sketch of each subject and a brief history of the Indian tribes which they represent. Minneapolis, Minn., Hahn & Harmon Co., 1909, [1910.] 69 p. 12°. (Not for sale.)

Washington, H: Stephens. Manual of the chemical analysis of rocks. 2d ed., rev. and enl. N. Y., Wiley, 1910. c. 11+200 p. 8°, cl., \$2.
References (1 p.).

Waterman, Nixon. The girl wanted; a book of friendly thoughts. Chic., Forbes & Co., 1910. c. 158 p. pors. O. cl., \$1.25.

This is a book for girls, setting forth the ideals a man would like a woman to aim for. There are illustrations of some of the world's great women and marginal quotations from standard authors encouraging to the reader. The author has written "Boy wanted," "Book of verses," "Merry mood," etc.

Watson, Mary L., comp. Our breakfast book; wholesome thoughts for every day. Chic., P. F. Volland & Co., [1910.] c. 143 p. D. bds., \$1, boxed.

Treasured thoughts, maxims of philosophy and lore are arranged as a day-book to be read throughout the year at breakfast time, intended to bring cheering spirits and happy faces to the first hours of the morning.

Weaver, Erasmus Morgan. Notes on military explosives. 2d ed., rev. and enl. N. Y., Wiley, 1910. 11+338 p. 8°, cl., \$3 net.

Webster, Noah. Webster's intercollegiate dictionary of the English language; based on Webster's imperial and Webster's universal dictionaries and ed. by T. H. Russell. [N. Y., Success Co.; Bost., E. M. Dunbar, 53 State St., Agt.,] [1910.] c. '07-'09. 1074+148 p. col. pls. D. limp leath., \$2.45, with *Success Magazine* for 1 yr.

A dictionary intended for the desk or reading table, an efficient substitute for the unwieldy volumes which have hitherto been considered necessary for thoroughness in choice of vocabulary. Contains many words not usually found in a possible "traveling companion." The appendix contains unusual portions of classified knowledge. The book can be secured only with one year's subscription to *Success Magazine*, through E. M. Dunbar, Agt., 53 State St., Boston.

Weeden, W. B. Early Rhode Island; a social history of the people. N. Y., Grafton Press, [1910.] c. 10+381 p. pls. D. (Grafton historical ser.) cl., \$2.50.

In this century it is forgotten that Rhode Island once claimed the attention of Europe and the comments of its scholars, who looked upon the Magna Charta as the first "unrestricted liberty of religious instruction" and the acceptance of the Rhode Island charter as the first great date in the history of modern democracy. The controversy be-

tween Massachusetts and Rhode Island over the subject of the rights of the seditious outcast, Roger Williams, and his followers, their lives and their triumphs—without education or system—in building up a new civilization is worthy of the consideration bestowed upon it in the book. Index.

Wettstein, Carl Theodor, comp. and ed. Was Abraham Lincoln an infidel?; the religious character of Abraham Lincoln as it appears in the light of his spoken and written word. Bost., C. M. Clark, [1910.] c. 113 p. por. D. cl., \$1.25.

Lincoln in his youth wrote an essay which might be called atheistical. Light is thrown upon his real belief by a compilation of Abraham Lincoln's utterances upon the subject of religion. The book appears as a memorial volume upon the forty-fifth anniversary of Lincoln's death.

Wheeler, Ethel Rolt. Famous blue-stockings; with 16 illustrations. N. Y., John Lane, 1910. 8+352 p. O. cl., \$4 net.

An account of the famous women who in the eighteenth century met at the houses of Mrs. Montagu, Mrs. Thrale and Mrs. Vesey, and with such men as Johnson, Boswell, Walpole, Garrick, Dr. Thrale and others enjoyed "a feast of reason and a flow of soul." They were known as "Blue-stockings" and here in giving the history of them we catch glimpses of the social life of the time, little of political events being recorded, and Fanny Burney, Hannah More and the rest become living people. Index.

White, W. Allen. The old order changeth; a view of American democracy. N. Y., Macmillan, 1910. c. 266 p. D. cl., \$1.25 net.

The well-known novelist here presents a book of essays presenting the problems that steam has brought, which properly dealt with will surely bring about a new day of spiritual awakening and a new enduring democracy in its largest sense. The separate essays are: Our democracy in the beginning; How our democracy became modified; The beginnings of the change; Certain definite tendencies; Progress in American cities; The leaven in the national lump; The schools the mainspring of democracy; The courts the check of democracy; A look ahead. Written in the spirit of "A certain rich man."

Whitlatch, Marshall. Golf, for beginners and others. N. Y., Outing Pub., 1910. c. 280 p. pls. O. cl., \$2 net.

A chatty recital of the conversion and evolution of an ordinary man into a golf enthusiast. It contains much of practical value with its fun, and the photographs illustrate the text most clearly.

Williams, Cora Gannaway. The morning-glory. Nashville, Tenn., Pub. House of the M. E. Church, South, (Smith & Lamar, Agts.,) 1910. c. 148 p. D. cl., 75 c. net.

This is the life story of Miss Mae McKenzie, the deaconess of the lumber camp of Crossett, Arkansas, working under the auspices of the Methodist Episcopal Church. An interesting contribution to the brave fine things done in the cause of Home Missions.

Wilson, J. F. Earthquakes and volcanoes—hot springs; including the theory of gravitation. 2d ed. Knoxville, Tenn., J. F. Wilson, 1910. c. 177 p. il. 8°, cl., \$1.25.
For notice see Annual American catalog, 1908.

Wright, Horace J. and Wa. P. Beautiful flowers and how to grow them. In 2 v. N. Y., Dodge Pub. Co., 1910. il. in col. \$8 net.

Young, Jesse Bowman, comp. Helps for the quiet hour; prayers, collects, verses; collated from many sources; with a prefatory essay on the culture of the devotional life. N. Y., Eaton & Mains, [1910.] c. '09. 175 p. 12°, cl., \$1.

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

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The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."—LORD BACON.

THE TENTH CONVENTION.

THE keynote of the tenth convention of the American Booksellers' Association was struck by Mr. Stewart during his address at the second day's session. On the program it was down as "Getting the Business in Your Territory": it might better have been called "Getting Enthusiasm for the Book Business." Mr. Doubleday, in following him, said that his outlook on life had been changed in the previous ten minutes, because he had met a "cheerful bookseller;" and behind the humor of his characterization there is a serious import.

For this convention, more than any other in recent years, was a meeting of "cheerful booksellers," of men who believed enthusiastically in the dignity, pleasure and profit of the book business; or who, if they felt some immediate doubts as far as profit was concerned, nevertheless believed they knew a remedy, and proceeded even more enthusiastically to force an application of it.

And if the keynote of the convention was cheerfulness, the dominant spirit was this same enthusiasm, a spirit kindled by the record-breaking attendance, far in excess of that of any previous year and double that of last year, by the gratifying unanimity of opinion regarding the larger problems facing the trade for solution, a unanimity of department stores as well as bookstores; by the exceedingly interesting papers read and by the no less interesting and helpful rapid fire of comment suggested by them. For such work as that of Mr. Clarke in the promotion of the net fiction campaign; for such a remarkably helpful exhibition of methods of publicity as Mr. Herr brought together; for such a call

to effort as that given by Mr. Stewart the thanks of every member of the trade are directly due. And as much should be said also of the other speakers and of the efficiency of the committees in charge.

Without any question this meeting will go down in American booktrade history as the one in which a remarkable clarification of the net fiction situation was effected; this, not only in Mr. Clarke's voluminous report and Mr. Ticknor's exposition of the publishers' viewpoint, but in the net price discussion, which cropped up at intervals all through the two days' sessions. This clarification summarized in the resolutions adopted at closing, furnishes a definite basis for further effort.

The "most successful convention yet" should stand as a record only until exceeded by that of 1911.

THE PUBLISHERS' WEEKLY takes great pleasure in announcing that the publicity material collected by Mr. Herr has been placed, temporarily at least, in its custody. We intend, during the coming year, to use a good deal of it to advantage in the WEEKLY, where it will effectively reach that very much larger trade audience unable for various reasons to attend the convention.

The stationery exhibit, the circulating library forms, and especially the remarkably complete collection of beautiful and striking bookstore window display photographs will be a rich mine of suggestions to every member of the trade. We would specially urge booksellers with interesting publicity devices, special forms or circulars, or unique or unusually successful window displays, to send copies or photographs of them at once to THE PUBLISHERS' WEEKLY. All such we will be most glad to make use of, giving proper credit; and the senders will be giving the most useful help to fellow members of the trade.

THE exceedingly cordial reference to the work for the booktrade which THE PUBLISHERS' WEEKLY is trying to do, as voiced in the last of the resolutions adopted by the convention, is, it need not be said, very much appreciated by the WEEKLY. It is true that there is hardly a dealer in the country who makes pretensions of selling books who is not already a subscriber to the WEEKLY; but to have this indirect approbation of its editorial policy and general indispensability corroborated by specific mention encourages us to new endeavor.

We return to the booktrade our heartiest thanks and good wishes.



BANQUET OF THE TENTH ANNUAL CONVENTION OF THE AMERICAN BOOKSELLERS



THE AMERICAN BOOKSELLERS' ASSOCIATION, HOTEL ASTOR, MAY 12, 1910.

TENTH CONVENTION OF THE AMERICAN BOOKSELLERS' ASSOCIATION

THE Tenth Annual Convention of the American Booksellers' Association was held at the Hotel Victoria, Broadway and Twenty-seventh Street, New York City, Tuesday, May 10, 1910.

The meeting was called to order by the president at half-past ten o'clock, there being over seventy delegates then present.

The President.—It is customary for the president to start the ball a-rolling, so I will give you my report.

PRESIDENT'S REPORT.

For the second time it is my privilege to call your convention to order and preside over its sessions. It is an honor of which I am deeply appreciative. It gives me great pleasure to welcome you all and to see so many present. There are, I notice, the familiar faces of old friends whom I am glad to greet again, and many new ones who are just as cordially welcomed, and I hope they may become as regular in their attendance at our gatherings as those of the "old guard" who have stood by the Association so loyally in the past.

This is our tenth convention, and I hope, and believe, it may prove to be our best and most memorable, in point of benefit to the members present and the booktrade in general. We have had a fairly good year. It must be evident to all that we are making progress—considerable progress—not as much as we might wish, it is true, but we are getting nearer to the improved conditions for which we have striven. Much is yet to be done and we are here to plan for doing it.

The officers and committees in their reports will give a full resumé of the year's work. Our Executive Committee, efficiently and tirelessly presided over by its chairman, W. B. Clarke, has been "doing things," as their report will show. Our secretary, Mr. Fifield, and our treasurer, Mr. Hanford, have also most satisfactory reports to make. All of the committees have been busy, and have done well the work assigned to them during the year. As a result of the efforts of our Membership Committee, we have gained a number of very welcome additions to our list of members. The labors of the Committee on Entertainment and Program, under the direction of Vernor M. Schenck, and the work of the Banquet Committee, in charge of Mr. Hackett, will shortly be before you to tell their own story.

In attending to my duties as your president, I find, as I stated a year ago, we still need a more active and general co-operation on the part of the membership. There is no doubt where practically all members of the Association stand as to desired reforms and changes in existing booktrade conditions, but many do not speak loudly enough. If all members of our Association would say what they think, ask for what they want on every

occasion possible, to the travelling men who visit them and to the publishers with whom they come in touch, personally or by correspondence—the "not sure of what is wanted" and "not sufficient unanimity of opinion"—and such excuses made by some of our friends, the publishers, would be no longer justified. Begin from now and ask for what you want, and how you want it, and expect to get it. There is no saying more true than "In union there is strength." It will prove true with the booksellers in greater measure could we but get our members, and all booksellers of the country to give us their united and active support.

During the year the Association has been officially honored by invitations to your president to attend the banquet of the Brotherhood of Commercial Travellers and the Stationers' Board of Trade. These courtesies were appreciated and acknowledged on behalf of the Association.

A great loss has come to us during the year in the death of our good and loyal friend, Adolf Growoll. Loved by all who knew him, he was always the strong supporter not only of our Association, but of the entire bookselling trade—our profession, as he would sometimes call it—of the country. It would be well that a committee be named to suggest suitable action by the convention on the passing of our friend.

I again want to emphasize the fact that every member of this Association has a certain influence, and if every member would use this personal influence, we would accomplish much. It is up to us. Together and active, we can do much; separately and inert, we can accomplish but little, and that slowly. Let's get busy and stand for what we want, and must have.

In closing my term as president, I wish to thank most heartily all those members of the Association whom I have had the pleasure of meeting, or corresponding with, during my term. Words of counsel have been cheerfully given and gratefully received. I have felt and appreciated the hearty support given by the officers and committees. Without this co-operation progress would have been impossible. I feel I should specially thank Messrs. W. B. Clarke, Luther H. Cary, George W. Jacobs, Walter S. Lewis and Charles E. Butler for their unfailing interest and efficient work for the benefit of our Association.

Again I want to express my thanks and appreciation of the honors you have conferred upon me, and to ask for your new president the same support that has always been accorded me.

Mr. Clarke.—I may be out of order, but I move that the president be empowered to appoint a committee to draw up proper resolutions regarding Mr. Growoll's death.

Motion was duly seconded and carried.

The President.—The next regular article is the roll-call.

[The complete roll-call for the convention is printed on p. 1988.]

The President.—The minutes of the previous meeting having been printed and sent to each member, a motion to dispense with would be in order.

It was duly moved and seconded that the reading of the minutes of the previous meeting be dispensed with. Duly carried.

The President.—The secretary will now give us his report.

Mr. Fifield.—I note with pleasure that there were more present at the opening of this convention than we have ever had before at the opening of a previous convention. There has been no real work done by me this year; the hard work has been done by the committee.

MAY 10, 1910.

SECRETARY'S REPORT.

The ninth annual meeting of this Association, held in May 1909, was followed by an unusual amount of correspondence on subjects brought up and discussed at that session and which evidently appealed strongly to many who did not attend the meeting. These inquiries, whether from members or outsiders, were answered as fully and satisfactorily as possible. Later the correspondence took on another form, that of complaint in regard to price cutting on the part of certain dealers. In these cases the complaints seemed amply justified and such measures were taken as were possible, the offenders not being members of this Association and therefore not recognizing its authority.

The active work of the Association has been carried on largely during the year by the standing committees appointed at the last session. To their efforts are due such results as have been accomplished. Their reports will indicate to some degree, but not fully, the direction and extent of their labors. We may especially congratulate ourselves upon the accessions in membership which will add most acceptably to the influence of the Association. The most difficult and trying work was probably that of the Program Committee, and it is necessary to appeal strongly to those asked to take part in the meetings that they should feel that it is a service that should not be evaded or refused if it can possibly be rendered.

The program of the Ninth Convention was published without the solicitation of advertisements and at a cost only slightly greater than under the previous method.

Freedom from litigation has been one of the pleasant features of the year.

The most hopeful phase of the present situation in the retail book trade is the substantial agreement of the members of this Association, at least upon the essential reforms which must be accomplished to make the occupation, or profession, whichever it may be, of bookselling safe and profitable for both the small and the large dealer.

Unrestricted commendations were be-

stowed last year upon the arrangements for, and the general success of, the Annual Banquet, an occasion which will long be remembered with pleasure by everyone present. The arrangements this year are on the same scale, and it is proper here to express thanks for the generous spirit of co-operation on the part of all branches of the trade, including particularly the Booksellers' League of New York.

Respectfully submitted,
ALBERT B. FIFIELD, *Secretary.*

SECRETARY'S FINANCIAL REPORT, MAY 10, 1910.

Receipts.

Balance in cash box May 12, 1909....	\$15.03
Received from Treasurer:	
On account of cash box.....	\$525.00
On account of office rent.....	240.00
On account of 1909 official report.....	128.76
On account of legal services.....	100.00
On account of printing.....	152.10
On account of Eugene L. Herr.....	27.15
On account of Walter L. Butler.....	3.87
	1,176.85
	\$1,191.92

Disbursements.

1909 Official Report:	
Typewritten notes of proceedings.....	\$34.75
Paper bill.....	12.67
Printing and binding.....	81.34
	\$128.76
Office rental.....	240.00
Miscellaneous jobs of printing paid by check.....	152.10
Kennesson, Emley & Rubino, for legal services.....	100.00
Eugene L. Herr, for postage and printing in connection with publicity display at convention of 1910.....	27.15
Walter L. Butler, for incidental expenses in connection with attending 1909 convention.....	3.87
	\$651.88
Cash Box:	
Balance in cash box, May 12, 1909.....	\$15.03
Received from Treasurer by check.....	525.00
	\$540.03
Expenditures:	
Grace E. Going, manager, salary for 52 weeks at \$6 per week.....	\$312.00
Stationery and printing.....	23.65
Postage.....	164.94
Expressage.....	1.95
Exchange on checks.....	1.26
1910 badges.....	11.70
Incidental expenses, itemized on following sheet.....	17.20
	532.70
	532.70
	1,184.58

Balance in cash box, May 10, 1910..	\$7.33
	\$7.33

Incidental Expenses.

Fees for money orders.....	\$.28
Two rubber stamps—one of Mr. Clarke's facsimile signature, the other a change of address stamp.....	1.65
Book of receipt blanks.....	.25
Two boxes of ring clips.....	.20
G. Heerman for taking package to the New York Process Letter Company.....	.15
Pauline Klamfuss for addressing and folding circulars.....	2.00
Mr. V. M. Schenck for typewriting resolutions.....	.75
Mr. V. M. Schenck for red seals and postage.....	1.69
Walter L. Butler for extra stenographic work, postage, telephones, telegrams, etc., as per bill rendered.....	10.23
	\$17.20

On motion duly made and seconded the secretary's report was accepted and placed on file.

It was moved and seconded that Mr. Butler be reimbursed for his expenses during the preceding year. With protestations Mr. Butler put the motion to the house, and it was unanimously carried.

The President.—We will now hear from Mr. Hanford with the treasurer's report.

Mr. Hanford.—My report is as follows:

TREASURER'S REPORT.

I submit the following report of the operations of your treasurer for the current year—May 12, 1909, to May 10, 1910:

RECEIPTS.

Cash balance on hand at last report....	\$771.54
Receipts since:	
From 1908 membership dues:	
1 member at \$5.....	\$5.00
From 1909 membership dues:	
paid after the convention: 32	
members at \$5.....	160.00
From 1910 membership dues to date:	
178 members at \$5.....	\$890.00
1 member at \$2.....	2.00
	892.00
Profit on ninth annual banquet.	147.28
Rent from "The Indexers"	
from October, 1909, to June,	
1910—8 months at \$6.....	48.00
	1,252.28
	\$2,023.82

DISBURSEMENTS.

Rental of office: 12 months at \$20.	\$240.00
Office expenses, including salary,	
postage, stationery, etc.....	525.00
Expense in connection with 1909	
report of convention.....	128.76
Expense for legal services.....	100.00
Expense for miscellaneous printing	
bills, paid by check.....	152.10
Eugene L. Herr, for postage and	
printing in connection with pub-	
licity display at 1910 convention.	27.15
Walter L. Butler, for incidental	
expenses in connection with at-	
tending 1909 convention.....	3.87
	\$1,176.88
Balance in treasury May 10, 1910.	846.94
	\$2,023.82

One further statement I wish to make is that last year we said that there were no bills outstanding, but later a bill was presented for legal services which we thought just and fair and we paid it. This year there are no contingent bills outstanding.

The President.—We will now hear from Mr. Schenck with a report from the Committee on Entertainment and Programme.

Mr. Schenck.—Your committee has already presented its report in the folder which has already been mailed to all members of the Association. It may, however, be in order to state in process of evolution that soon after last year's session of the Association the chairman of your committee wrote to a number of the gentlemen who are outside the official board, and who have the Association's interests much in mind, asking them to make note of topics which occurred to them as being of especial interest to the booktrade, and be ready in the fall to offer suggestions to the Program Committee relative to this

year's program. The responses to those letters, which followed in the fall, gave the committee a variety of topics, which were considered at its meeting in this hotel in January last.

To lay out a program is one thing and to secure its execution quite another, and just here our trouble began. If any member questions the all-pervading modesty of the bookselling fraternity a glance at the correspondence will prove convincing.

Briefly stated, the program before you is the child of prolonged and urgent correspondence, the delays in some instances causing your chairman no little anxiety. Let me bespeak for your next committee your prompt and cordial co-operation, and, if called upon to take some part in the convention, by all means answer promptly and in the affirmative.

The committee wishes to express its appreciation of the thoughtful co-operation of those who by suggestions and otherwise have aided them in their work, and to especially thank the participants in the program for their cordial acceptance of the committee's invitation.

The President.—If Mr. Jacobs is here we will have the report of the Committee on Membership.

Mr. Clarke.—I have a letter from Mr. Jacobs that he is unable to be here.

The President.—In his absence I can give, unofficially, this fact, we have added twenty-five names to our membership list.

We will now hear from Mr. Clarke with the report of the Executive Committee. I have been saving that for the last committee report.

Mr. Clarke.—I had much difficulty in boiling this down to proper proportions, and I have had to omit an enormous number of replies which we have received from publishers.

[THE PUBLISHERS' WEEKLY, however, prints below many of those omitted in Mr. Clarke's verbal report.—Ed. P. W.]

REPORT OF THE EXECUTIVE COMMITTEE.

ANOTHER year has rolled by and I again have the honor to submit a report of the work of the Executive Committee and the Committee on Relations with Publishers. I make this report individually to those of the Book Trade who are present in their individual capacity, as there seems to be much fear in certain directions that there may be nothing done in the matters in which we take so much interest, except as individuals.

What I have to say is the consensus of opinion as I have it in various ways from the members of the different committees, and from the avalanche of communications addressed to me by booksellers in every part of the country and of Canada. The amount of correspondence has been about four times as great as last year.

The first trouble developed immediately after the Convention, and was the result of an attempt to get a much discussed book on a net basis. A bookseller wrote suggesting

that we help the publisher by accepting a limited discount which would make every sale of the book in question show a loss. He also wrote to all of the Executive Committee, and from the replies the result was arrived at that there was not a single dissenting voice in opposition to all books net and a minimum discount of $\frac{1}{3}$. Particular stress was laid upon the fact that there was no disagreement as to the idea that the *smallest buyer keeping a regular bookstore* should have a discount of at least $\frac{1}{3}$. There was nothing, however, in the opinions expressed to prevent the large dealer getting special rates if he could secure such from the publishers.

In correspondence and in various articles in THE PUBLISHERS' WEEKLY there have been ideas expressed by publishers which were not in accordance with facts. These had to be combatted both by personal correspondence and by articles in THE PUBLISHERS' WEEKLY. Occasionally some bookseller became restive and wrote to publishers letters which were not quite justified, and which unfortunately were directed to publishers who were doing their best for us, and they had to be pacified. It is a safe rule, when a price is broken or there is some other grievance, to find out first whether the trouble actually exists, and second whether the publisher has had an opportunity to remedy the trouble.

There has been a marked increase in the number of net books issued and a decided gain in the matter of discounts, and an awakening as to the foolishness of making net prices as high or nearly so as had formerly been charged for regular books of the same apparent value.

The famous Münsterberg article which appeared in the *Atlantic* excited much interest with the public at large, and your Chairman was asked to meet the author at a meeting of the Authors' Club in Boston and explain to the members of the Club the situation from the bookseller's standpoint. Professor Münsterberg had, in the meanwhile, received so many communications from booksellers that he made a complete change of base in his address to the Club. Your Chairman in his remarks did his best in the way of missionary work with the authors present.

As the files of THE PUBLISHERS' WEEKLY show such correspondence as it seemed wise to publish, and as apparently no publisher or dealer now denies that the margin of possible gross profit has been, in most cases, less than the cost of doing business, we may consider that as an accepted fact and consequently not weary you with reading the correspondence upon the subject.

On August 23 we issued the following document to the booksellers:

GENTLEMEN: By this time you have received a copy of the Proceedings of the Ninth Annual Convention of the American Booksellers' Association. In results accomplished we think it stands first of all the conventions yet held.

We urge a careful reading of this, and careful attention to the resolutions, and par-

ticularly to the items in Mr. Cary's article showing the exact percentage of cost on sales when properly reckoned. After hearing these figures, there was no doubt remaining in the mind of any member of the Association present as to the fact that dealing in new books must necessarily be attended by a loss rather than a gain, under present conditions. Your officers, who have given this matter much care and attention, feel that they are not presumptuous in urging the members of the booktrade to take heed to what has been learned during the last few years.

First.—Avoid, if possible, buying even a single copy of a book unless you can get a minimum discount of $33\frac{1}{3}$ per cent., as asked for by unanimous vote of those present at the convention.

Second.—If it seems wise to buy certain books upon the money-losing terms of less than $33\frac{1}{3}$ discount from the selling price, do not devote your energies to selling such books as against those books where there is a profit and a reasonable probability of sales.

Third.—Urge contract price, because without it there is no certainty of the maintenance of the fixed price, or that you will not be undersold by publisher, jobber or retailer.

Fourth.—Remember that in order to make your business profitable, even with a proper discount and the contract price granted, that it is not good business to buy more than you can pay for when payment is due.

Fifth.—Read and study these resolutions, the list of "Don'ts" [which are printed below,] and the hints which are in the Proceedings, as well as on the slip sent herewith.

Very truly yours,

AMERICAN BOOKSELLERS' ASSOCIATION,

WALTER L. BUTLER, *President*.

ALBERT B. FIFIELD, *Secretary*.

"DON'TS" FOR BOOKSELLERS.

Don't forget that it costs 25 c. on the dollar to come out "whole" on sales in your business.

Don't forget that a discount of $33\frac{1}{3}$ per cent. is necessary in order to make a living profit possible.

Don't turn down an order for a publisher who is trying to give you a chance to live.

Don't criticise the price of his book if the discount is right.

Don't forget to buy books on their merits, and in accordance with your possible sales, if the discount is right.

Don't buy books on a special bill in excess of what you can dispose of, and get paid for, before the bill comes due.

Don't buy a book which has been regularly sold at a given price, if the publisher reduces your discount, instead of increasing the retail price.

Don't forget that it is better to be without goods and to go out of business than to do business at a loss.

Don't fail to talk in favor of a fixed price, living discount and proper protection to the travelling man who visits you, and in your correspondence with publishers.

Don't fail to give your support to those publishers who are trying to make a success of books at fixed prices, with postage additional.

Don't forget that it is up to you to show the publishers that good books, at proper prices, with a fair margin of profit, will be successful.

This was followed on August 25 by one to the publishers:

GENTLEMEN: We have the honor to call your attention to the resolutions passed at the last meeting of the American Booksellers' Association, held in New York on May 10 to 12, by which you will see that with a larger attendance than ever before the Association voted unanimously in favor of books at a fixed price, with postage additional, a minimum discount of 33½ per cent. from fixed selling price, and that all books in future be sold under contract as to maintenance of price, etc.

[A copy of these resolutions, as follows, was inclosed.]

REPORT OF COMMITTEE ON RESOLUTIONS.

The Committee on Resolutions desires:

First.—To heartily commend the efforts of those publishers who have sensibly recognized the true condition of the retail book-trade and are now co-operating to ameliorate the situation, and wish to especially commend the action taken by Houghton Mifflin Company, Doubleday, Page & Company, and the Fleming H. Revell Company.

Second.—To express appreciation of the work of the officers and committees of the Association during the past year.

Third.—To offer the following resolutions:

Resolved, That we note with satisfaction our growing membership among department stores and are pleased with the presence and activity of book department managers in our meetings, and urge earnest effort on the part of the membership committee to bring the importance of the Association to the attention of the proprietors of department stores, requesting them to make arrangements that will insure the attendance of their buyers at our annual sessions.

Resolved, That we deprecate the growing tendency among jobbers to enter into unfair competition with the legitimate retailer, in supplying libraries by giving away the extra discount allowed them by publishers for the purpose of serving the smaller book-trade; and

Resolved, That there should be a determined effort on the part of all intelligent booksellers to raise the standard of literature, giving precedence by exploiting only books of real merit, and sharply discriminating against much that is mere trash, having no reason for existence in permanent form.

Resolved Further, That the following conditions embody the almost unanimous desire of all the retail booksellers of the United States:

(a) That all books published in future be at a fixed price, with postage additional.

(b) That to retail and wholesale dealers in books a minimum discount of 33½ per cent. be allowed from the fixed selling price.

(c) That all books in future be sold by publisher under contract as to maintenance of price and maintenance of the same contract being obligatory between the jobber and retailer, the jobber being held responsible in the matter of underselling to libraries as is the publisher.

(d) That protection of the fixed price

maintained for a period of at least two years from the date of publication, and that this condition be incorporated in the above-mentioned contract.

(e) That the following form of contract is suggested as meeting the requirements of the situation.

Mr. Publisher.

In consideration of the discount allowed on books which you publish at a fixed price, we hereby agree to sell at retail these books at the published price (except for the allowance of 10 per cent. to libraries only), and we hereby agree to maintain these prices for two years from date of publication.

It is mutually understood that under no consideration will a publisher sell or offer to sell to an individual or library, except at the rates and on the terms herein stated, and that in case of Mr., publisher, selling books to jobbers, contracts be demanded of them, that they will in turn require a similar contract to the above from their customers.

It is further understood that Mr., publisher, shall charge in addition to said published price a sum equal to the amount of postage or express when books are sent by mail or prepaid express to a retail customer.

Respectfully submitted,

W. H. CATHCART,

L. H. CARY,

C. W. SANDERS,

V. M. SCHENCK,

A. C. WALKER,

Committee on Resolutions.

[The letter continues.]

By reference to a very able article by Mr. Cary, upon "Store Management, Percentage of Expenses to Sales, etc.," there was an absolute unanimity of opinion that the cost of doing business was in excess of 25 per cent. on sales. These figures were as follows:

	Per Cent.
Interest.....	1.25
Salaries, manager, salesmen, clerks.....	10.00
Freight and express.....	2.50
Postage.....	1.00
Rent.....	4.50
Light and heat.....	1.00
Advertising.....	1.00
Bookkeeping and auditing.....	1.25
Office supplies.....	.75
Insurance and taxes.....	1.25
Extra wages, premiums, etc.....	.25
Travelling, including annual trip to American Booksellers' Association.....	1.00
Incidentals, telephone, etc.....	.25
	26.00

and were obtained from the leading booksellers and department stores of the country, the department store figures being probably the most accurate, were a little in excess of the average reported by the book-trade. In the booktrade the errors of omission among those who claimed to do business for less than this were so extraordinary as to be worth mentioning. For instance, a publisher and retailer omitted rent because he owned his building (certainly not acquired from profits in sale of new books). Many omitted interest on capital, which in some instances they were actually paying out. Others,

amount drawn for personal expenses in lieu of salary. Various other important items were ignored, all of which is indicative of the fact that there might be a question as to the credit of those who are unable to estimate what it is costing them to do business. It is not safe to assume that their profits on the sale of other merchandise will make good to a sufficient amount to make it certain that their indebtedness to publishers will be paid in full.

Attention is specially called to the contract system between each publisher individually to each dealer individually. There is an apparent forgetfulness that a contract price obligatory for the conduct of publisher, retailer and jobber in the sale of merchandise at a fixed price to the consumer has been decided favorably in every legal decision in every civilized country. The number of producers in America who are now handling their product on this basis can be numbered by scores.

Much of this matter was presented to those publishers who met a few retailers at a lunch at the Aldine Club upon January 12 last. At that time nearly every leading publisher in the country expressed surprise at conditions, and gave assurance as to remedying the situation in the immediate future. We are happy to say that many have done so, but not all.

Special attention is called to the account of the Booksellers' Convention as printed in *THE PUBLISHERS' WEEKLY* of May 15. We think that all of this should receive the most careful attention from the members of every publishing house in all of its various departments.

We also refer you to the list of "Don'ts," which may be applicable to both publishers and dealers, the feeling among the retailers being that we must pull together if publishers and dealers are both to make a success of the book business, whether as a publisher or retailer.

The figures as to accessions and losses in the personnel of the booktrade are of much importance, and are given herewith:

	New in Business.	Gone Out of Business.	Changed Hands.	Failed.
1908.....	41	3	40	18
1907.....	57	40	150	25
1906.....	38	23	107	22
1905.....	40	33	151	14
1904.....	44	35	152	16
1903.....	34	32	146	30
Total....	254	166	746	125

Very truly yours,

AMERICAN BOOKSELLERS' ASSOCIATION,
WALTER L. BUTLER, *President*.
ALBERT B. FIFIELD, *Secretary*.

W. B. CLARKE,
W. MILLARD PALMER,
ALBERT C. WALKER,
JOHN L. GRANT,
HORACE H. JACKSON,

Executive Committee.

Evidently someone didn't like all of it, for the following anonymous letter came to your Chairman. It made him feel that surely something was doing:

NEW YORK, Sept. 2, 1909.

Mr. W. B. Clarke, Boston, Mass.

DEAR SIR: The writer has been both interested and amused at your communication in *THE PUBLISHERS' WEEKLY*, August 28, regarding discounts. One illustration, I think, however, will be sufficient from a publisher's standpoint, under the old system years ago, presuming you purchased a \$1 book at 40 per cent. and then sold it at 25 per cent., the profit would show 15 c. under the present net system of \$1 less 25 per cent., the profit would be 25 c. to the bookseller, being an increase of 40 per cent. in profit over the old method. Several years ago the publishers were persuaded into this net scheme for the protection of the retailers, with the general understanding that 20 per cent. was to be the limit of discount they would be expected to make on small purchases; since then the retailers have done nothing but complain and growl for further extension in discounts. To sum it up in a few words, it would seem that you not only want the North pole, but all the ice water or other territory surrounding it. Remember the Golden Rule, and you will be in a more contented frame of mind.

Yours truly,

LIVE AND LET LIVE.

On September 9 the following communication was sent to the publishers:

SEPT. 9, 1909.

DEAR SIR: As Chairman of the Committee on Relations with Publishers of the American Booksellers' Association, I beg to say that I am in receipt of constant inquiries as to what the publishers are doing in response to the Resolutions of the American Booksellers' Association as passed at the convention of this Association last spring, a copy of which you have received with our communication of August 25.

While I am able to say that much has been done by some of the larger and smaller publishing houses, I am not in the position to say what has been done by all.

Will you kindly send me at your earliest convenience, your schedule of discounts to booksellers and jobbers for the coming season?

I shall be happy to communicate the information so received to the booksellers whom I have the honor to represent.

With best regards, I am,

Yours very respectfully,

W. B. CLARKE,

Chairman of the Committee on Relations with Publishers of the American Booksellers' Association.

The result as given to the trade was as follows:

OCTOBER 21, 1909.

To Booksellers.

On September 9 I addressed a letter to the leading publishers of the United States, a copy of which I enclose.

The list was not long and in the list were many publishers with a limited output. It was a list, however, which was suggested by the Secretary of the American Publishers' Association. Probably some of the leading publishers were omitted unintentionally, and may offset some of the publishers of minor importance.

The result on the whole was very satisfactory. I found it difficult for the publishers to understand that my request was made for discounts which the dealer with the most limited possibilities of distribution would receive if he ordered direct from the publishers.

I have tabulated the results, those who sent their printed schedules with those who sent written schedules, together with those who declined my request. The number of printed ones showed that many of the publishers have no objection to their rates being known. Others did have such an objection, and I have so stated it against their names. Of course it would not be fair for me to make use of any other figures than are given herewith.

It is my impression that the average dealer will find by a careful comparison of these figures with his last year's rates of discount, that there has been a decided change for the better. Personally, I am convinced that it is still going to be a very difficult proposition for the retail bookseller dealing in new books to make that department pay, unless the publishers accede to all that was requested of them in the resolutions passed at the American Booksellers' Convention last May.

While I wrote the letter as chairman of one of your committees, I did it in a friendly way, and I think all the replies came to me in the friendly spirit which would be expected for one who has been dealing with the publishers of this country for nearly half a century.

In the schedules I have omitted school books. I feel sure that the publishers as a whole are trying to meet the situation fairly and squarely and, in many cases, they have done so. The movement for better discounts, so far as I am concerned, is not only for a living profit for those capable of making large purchases, but for the man whose location will only admit of a small output of books, and the number of such possible dealers is enormous, and if there is an assurance of profit to the man of small purchasing capacity, there will be a very large number of men who are willing and anxious to become booksellers. It is a source of regret that retailers have not made their purchases direct, instead of from jobbers, and it is equally to be regretted that the jobbers in certain cases should insist upon throwing away the special discount which they receive as jobbers in competition with those men who made the existence of the jobber possible. While some of the publishers have declined to give their schedules, it is with great pleasure that I can say, frankly, that I believe that among them are many who have been most liberal

in their schedules of discounts to those dealers who buy in liberal quantities. It might be well for the retailers who really desire to be in the new book business to see what their possibilities are by dealing direct with publishers. It is possible that, before long, there will be an opportunity for the booktrade as a whole to be able to make a living profit on the sales of current literature.

Yours truly,

W. B. CLARKE.

TABLE OF PUBLISHERS' DISCOUNTS.

Dodd, Mead & Co.—Regular books, single copies, 4/10; 10 copies, 4/10 and 2½; 25 copies, 4/10 and 5; 50 copies, 4/10 and 7½; 100 copies, 4/10 and 10. Net copyright books, single copies, 10 copies, 25 and 5; 25 copies, 25 and 7½; 50 copies, 25 and 10.

Cupples & Leon.—Regular books, single copies, 4/10.

T. Y. Crowell & Co.—Regular books, single copies, 4/10. Net copyright books, single copies, 25%. Quantity discounts variable.

Congregational S. S. Pub. Society (or The Pilgrim Press).—Regular books, single copies, 2/5; 2 copies, 2/5 and 5; 25 copies, 2/5 and 10. Net copyright books, single copies, 1/4; 2 copies, 3/10; 25 copies, ½. Travellers' and initial orders about 10% better. All stock orders of \$50 net filled at same discount as travellers' orders.

Robert Clarke Co.—Minimum discount of ⅓. Maximum discount of 4/10. Publications all net.

Century Co.—Decline to give schedule.

A. S. Barnes Co.—Regular books, 40%. Extra 5% for 50 copies. Extra 10% for 100 copies of the same title. Net copyright books, 25%. Extra 5% on 5 copies. Extra 10% on 25 copies.

D. Appleton Co.—Decline to give schedule.

American Baptist Pub. Society.—Regular books, 5 or less 4/10; 10 copies, 4/10 and 5; 25 copies or over, 4/10 and 10. Net copyright books, 1 copy, 25%; 5 copies, 25 and 5%; 10 copies and over, 25 and 10%.

J. B. Lippincott Co.—Regular books 40%. Lots of 25, 4/10 and 5; 100 copies, 4/10 and 10. Net copyright books, 25%; Lots of 25, 25 and 5%; Lots of 100, 25 and 10%.

G. W. Jacobs & Co.—Net copyright books, ⅓ to 2/5, according to quantity. Publications of this house largely net. English importations ¼ to ¼ and 10, according to quantity. Regular books, principally juveniles, 4/10 to 4/10 and 10, according to quantity.

Houghton Mifflin Co.—Regular books, small orders, 33⅓%; Advance orders, 4/10. Net copyright books, 3/10. Fiction published at net ⅓. Quantity rates variable.

Henry Holt & Co.—Regular books, 1 to 10 copies, 4/10; 10 copies, 4/10 and 2½; 25 copies, 4/10 and 5; 100 copies, 4/10 and 10. Net copyright books, 1 copy, 28%; 2 copies, 30%; 5 copies, 33⅓%.

Harper & Brothers.—Regular books, 4/10; 25 copies, 4/10 and 5; 100 copies, 4/10 and 10. Net copyright books, 5 copies, 3/10; 25 copies, 33⅓%; 100 copies, 33⅓ and 5%.

Paul Elder & Co.—All net. Initial order of moderate size at 33⅓% to apply on all orders for balance of trade year. Discounts additional if initial order is sufficiently large.

E. P. Dutton & Co.—Regular books not given. Net copyright fiction, 10 copies, 3/10; 25 copies, ⅓; 100 copies, ⅓ and 5; 250 copies, 2/5. Other net copyright books, 10 copies, ⅓ and 5; 25 copies, ⅓ and 10. Net imported books, single copies, ⅓; 5 copies, ⅓ and 5; 10 copies, ⅓ and 10.

Doubleday, Page & Co.—Regular books, 1 to 25 copies, 4/10; 25 copies, 4/10 and 5; 100 copies, 4/10 and 10. Net copyright books, 1 to 10 copies, 3/10; 10 copies, 3/10 and 5; 50 copies, 3/10 and 10.

Vir Publishing Co.—Single copies, 20%; Lots of 10 and upwards, 30%. Additional 5% or 10% for quantity, if books are purchased from traveller.

F. A. Stokes Co.—Discount on regular books not quoted. Net copyright books, mail orders, single copies, 25%; 3 copies or more, 30%; 10 copies or more, 33⅓%; 25 copies or more, ⅓ and 5. Travellers' orders, small lots, 30%; 10 copies, 33⅓%; 25 copies, ⅓ and 5. Lots of \$150 (special books not included, ⅓ on all new net copyright books. ⅓ and 10 on all old net copyright books.

Small, Maynard Co.—No schedule given. Believe in fixed prices but expect that the dealer will buy of them because of this, whether the book is successful or not.

Charles' Scribner's Sons.—Regular books, 40% off on less than 25 copies; 40 and 5 on 25 copies; 40 and 10 on 100 copies. Net copyright books—Scale not given.

Reilly & Britton.—Regular books, 4/10; 25 copies, 4/10 and 5; 100 copies, 4/10 and 10. Minimum price on fiction in large quantities 79 cents.

G. P. Putnam's Sons.—Decline to issue schedule for publication.

Presbyterian Board, Philadelphia.—Net copyright books a discount of ⅓.

Oxford University Press.—Regular books, 4/10. Clarendon Press books, 25%.

Macmillan Co.—Net copyright books, 25%. Fiction 40%. Increased discounts according to quantity.

Lothrop, Lee & Shepard.—Decline to publish a schedule.

Little, Brown & Co.—Decline to publish a schedule.

FURTHER PROGRESS OF THE NET IDEA.

Early in October the article "Profits on Handling Fiction" appeared in *THE PUBLISHERS' WEEKLY* and excited widespread notice. It is felt that many doubters were convinced.

At about this time the Merriam people brought out their new dictionary at a net price and a possibility of a profit. The younger generation may not realize the truth of what I said to the Merriam people after the matter was decided. It was this: "In over forty-five years of selling books it is the first time that I have ever been able to sell a Webster's Dictionary at a profit." Every copy previously sold was at a loss. This

last remark applies to a very large percentage of books upon which we have been working for years, and with no more tangible results up to date than was formerly the case with Webster's Dictionary.

In spite of all, there seems to have been a failure in arriving at the goal for which we are striving. There were sporadic cases like the well sustained efforts of Houghton Mifflin Company, Doubleday, Page & Company and, incidentally, other instances of a net price with a living discount, but never a sign of a contract.

[The contract form already given.]

A LETTER TO THE JOBBERS.

In November a letter was written to the leading jobbers. From this I make a few extracts, but not much was accomplished.

OCTOBER 12, 1909.

GENTLEMEN: AS Chairman of the American Booksellers' Association on Relations with Publishers I am writing to you as one of the jobbers of the United States in order to secure your advice and full co-operation in bringing about certain reforms in the trade. You are, of course, so familiar with the book situation as to make it unnecessary for me but to refer to the last meeting of our Association and the resolutions then adopted to bring the whole situation clearly to mind.

Would you kindly inform me, therefore, if you would agree with our Association in asking each publisher *individually* to adopt as general trade customs the following points taken from these resolutions:

(a) That all books published in future be at a fixed price with postage additional.

(b) That to retail and wholesale dealers in books a minimum discount of 33⅓ per cent. be allowed from the fixed selling price.

(c) That all books in future be sold by publisher under contract as to maintenance of price and maintenance of the same contract being obligatory between the jobber and retailer, the jobber being held responsible in the matter of underselling to libraries as is the publisher.

(d) That protection of the fixed price be maintained for a period of at least two years from the date of publication and that this condition be incorporated in the above mentioned contract.

(e) That the following form of contract is suggested as meeting the requirements of the situation:

In addition to kindly stating your opinions on each of the above propositions, and noting changes, if any are necessary to meet your full approval, would you also state from your wide experience such other points as you believe would tend to ameliorate the present undesirable condition of book selling.

Appreciating your position as jobbers, publishers and retailers, and feeling that the interests of each and the bookseller is the same, I shall await your reply with the greatest interest.

Very cordially,

Committee on Relations with Publishers of the American Booksellers' Association.

A LETTER FROM AN AUTHOR.

A letter from an author who is not only successful in his writings, but publishes his own books was received and was in the line of a desire that the distributor should have his fair profit on sales of his books. He wrote as follows:

"I am adopting your advice in regard to making the book \$1.25 net. I was much interested in your showing of the bookseller's point of view. Certainly there is nothing in it for authors or for publishers unless bookselling as a profession is kept up with a proper dignity and profit. Things are going to be better, I imagine, though perhaps they will have to get worse before people see the point."

He did not realize the depths to which the book business had sunk and how little had been accomplished up to the present time.

MAIL ORDER BUSINESS.

In September there appeared a brief catalogue from a mail order house in which fiction, which was supposed to be sold at \$1.08, was priced at \$1.05, postage extra. My first intimation of it was in consequence of letters written by two of the live booksellers of the West in which the matter was threshed out between them and the publishers, and some of the replies of the publishers were somewhat curious, to say the least. Your representative took only a slight hand, because the fighting was done so thoroughly by the gentlemen referred to.

One of the arguments made by several reputable publishing houses was that as the mail order house in question offered \$1.50 books at \$1.05 and charged postage additional he was excusable. The bookseller was limited to \$1.08, and by a vote passed at a meeting of the Publishers' Association was allowed to sell \$1.50 books *postpaid* at \$1.08. It seemed to be right in the minds of the publishers that a mail order house could charge \$1.05 because he got 12 cents extra for postage. This position was not accepted by the booksellers, and one of these dealers took a hand in the fight, and as he issued a catalogue himself he seemed to be in a position to play trumps. He attacked the allowance by the mail order house of a possible cash discount of 6% on \$1.50 books quoted at \$1.05, plus postage. This seemed wrong, but as the dealer insisted on doing exactly the same thing if this was allowed the publishers got busy, and between the two attacks several of the leading publishers declined to sell the mail order house in question, unless prices were restored.

The beginning of the trouble began with the publication of a preliminary catalogue, and the final assault was upon the publication of a larger and more important catalogue. Between the publication of the first and the second catalogues one or two of the publishers had succeeded in getting their books properly priced, but the majority had not.

The unsatisfactory part of the whole thing is that this had been allowed for several

years by publishers who were insisting that your gentlemen should not sell \$1.50 books at less than \$1.08.

I have the assurance of the mail order house in question that they will not do so any more unless they have the consent of the publishers of such books as are priced at less than \$1.08. The mail order man lately published a book himself, which the regular dealer avoided and which a rival of the publisher cut the price on. It was singular that there were only one or two instances of net books at less than the proper price in these catalogues.

NET PRICES IN THE LAST FEW MONTHS.

During the year the very interesting circulars and correspondence from Houghton Mifflin Company and Doubleday, Page & Company have excited the interest and, to a large extent, the appreciation of the book trade.

As to the replies of the publishers to the circular of September 9, while in many ways satisfactory and showing a desire to get into the procession, there was a singular avoidance of any reference whatever to the contract, with one or two exceptions of those who expressed the opinion that it was not feasible in the book business. Later in my report I will pay attention to this contention.

In consequence of this failure to notice our numerous requests and insistence upon a contract, we sent another circular on March 7.

This produced replies of the ordinary tenor and intimations of a desire to meet the wishes of the booksellers fairly and squarely.

On March 19 the series of extracts which appeared in *THE PUBLISHERS' WEEKLY* seemed to have a very beneficial effect upon the minds of many booksellers as well as publishers.

On April 2 we issued a circular asking definitely for your opinion upon what we have been striving for. These circulars were sent to a large percentage of the booksellers of the United States avoiding, if possible, those who did not seem to be fairly in the bookselling class, and I hope that at this Convention we will reiterate our resolution of several years ago to the effect that a stock of books shall consist of books bound in something better than paper, and that such stock shall be carried to a reasonable extent for the twelve months of the year. In this list of booksellers are undoubtedly a very large number who have disappeared from the business of selling new books.

In the meanwhile, the leading department stores (with one exception) of Boston, New York, Philadelphia and Chicago have pronounced themselves unqualifiedly in favor of net prices and a contract. There have been very few instances of department stores breaking the price. One occurred in Boston, and the trouble was remedied inside of two hours, not a single copy, except those bought by your Chairman to prove that the books were being sold under price, was

sold, as a result of the advertisement. Neither was there any complaint made from any other bookseller or department store, which shows that the public at large does not care so much about the underselling of a prominent book as has been thought to be the case. The excuse given in this place was that the advertising man made the price without consulting the manager of the department. It is always dangerous to put the baseball editor in charge of the religious department. [Laughter.]

The replies to the circulars sent on April 2 and a supplemental one, which asked those whose replies had not been received to state whether they were still in the business or not, have been phenomenally large. It is estimated that the buying capacity of those who replied, together with the department stores who have announced themselves in favor of what we asked of the booksellers, must represent about three-fourths or more of the total wholesale book buying capacity of the United States. The question would seem to be definitely settled against those booksellers and publishers who insist that a very large number of dealers do not wish any change from the old archaic bankruptcy methods which have prevailed for so long.

PERTINENT QUOTATIONS FROM LETTERS OF BOOK-SELLERS THE COUNTRY OVER ON THE NET FICTION CAMPAIGN.

[At the request of some of the writers names and places are omitted. The name of the State is, however, given to show from what section the letter comes.—ED. P. W.]

Massachusetts.

"Please again record my name as one of those strenuously in favor of a fixed price for all books, including fiction, with a living profit. How any bookseller can be content with a margin of 18 or 20 c. on the usual fiction is past my understanding. I often wonder if the majority seemingly so satisfied are able to figure out carefully a balance sheet showing costs and expenses of doing business with depreciation and so forth.

"I also wonder if the opposition on the part of publishers comes from theory or practice. Have some of them tried the fixed price, and if so, has it been in more than one or two cases of books which were doomed in advance to limited sales? Fairness would demand trial of several books by the best authors and books of such size as to meet people's taste rather than too small ones."

New York.

"I am personally most heartily in favor of fixed prices, with postage additional, and a margin of discount of at least $\frac{1}{3}$ on all books. The fact that so many of the leading publishers have already taken the stand leads me to believe that the time is near at hand when the majority of publishers will reach the same position. I shall not be able to attend the convention, but I hope to be represented there. I am heartily in sympathy with the work of the Association, and I feel very much encouraged over what has been accomplished during the past year."

Pennsylvania.

"As the annual Convention of the Booksellers' Association is to be held in the near future, I desire to express our appreciation of the successful efforts that have been made in behalf of the retail booksellers for better discounts and the net book system. We firmly believe in a fixed price and a minimum discount of $\frac{1}{3}$ and individual contracts of any sort that will serve to make bookselling a profitable business in the future as has not been the case heretofore. The matter of postage additional to fixed price books is a matter of some concern, especially in view of the wide announcements recently made by the leading department stores concerning prepaid delivery charged.

"In the case of net books, at the present time where the postage is not charged additional it leaves us as little profit as the old list system.

"I trust that some definite action may be taken concerning this matter that will put the individual bookseller on the same footing with the department stores as concerning his ability to make delivery without additional charge for the same."

Ohio.

"Your letter addressed to the members of the A. B. A. at hand and we are in hearty agreement with the expression of the letter inclosed, which we have signed and returned.

"With this allow us to express our opinions regarding a class of fiction that certain publishers have been placing in the market during the past year, and have announced such books to the trade in such a manner that you are made to believe that the failure of their sale at the "net" price would result in destroying the net system.

"Many of these books, and those by the leading writers have been made of such poor material that they should not succeed at any price, and we are finding that the public are not to be duped into buying worthless fiction at such prices.

"It is placing the bookseller in the wrong light, and while we do not take seriously the announcements of these certain publishers, we believe the whole matter is placed before the trade and the public in such a way that it will reflect a harm on the whole net plan.

"There is much to be said of the material that is placed upon the market and that alone is hurting the sale of the new books, but it was not our purpose to enter into this part of the matter, only to bring forward the matter of the worthlessness of certain books that have been published under the net plan that would be a failure published in any way, and to make statements regarding special arrangements having been made with the author, etc., we think is an imposition on the part of the publishers and should be checked.

"While ours is a small market, our experience may be that of hundreds of others, and we think this a good time to bring this matter forward."

Minnesota.

"We wish to most heartily endorse your efforts made in the interests of the retail booksellers.

"We believe in—and must have in order to continue in the sale much longer—the publication of all books at a fixed price with additional postage—with a minimum discount of $\frac{1}{2}$ —although it ought to be more—and any other arrangement whereby the price may be protected."

Massachusetts.

"Your circular letter covers the ground as to net prices and discounts so completely that I do not think I can say anything to add to or emphasize it, so I simply sign it and return herewith."

Pennsylvania.

"While we approve the action of the Committee in their endeavor to secure a fixed price on fiction, we respectfully urge care in suggesting a price not higher than that now prevailing for the \$1.50 list book, and that retailers will not be obliged to pay more than present prices.

"It has been demonstrated by the smaller sales of fiction at the recent fixed price of \$1.20, \$1.30 and \$1.35, that the price was too high, and to prevent a recurrence of this a fixed price of \$1, to \$1.15 we think should be recommended with a fair profit to the dealer."

New York (one of the largest booksellers in the country).

"In answer to your Circular Letter of April 2d inst., requesting an expression of opinion regarding the work of The American Booksellers' Association, I beg respectfully to make this reply:

"No doubt, there have been divided opinions concerning the wisdom of and criticisms made at different times as to certain methods and certain objects of your Association. Differences of opinion, and free criticism, and deserved criticism are almost invariably attendant upon such duties and work that befalls those in responsible positions endeavoring to carry out the policies and purposes of an association engaged in the functions of your body. I do not believe, however, there can be any dissent from the chief purpose of your Association, namely, to secure for the profession and business of *bookselling at retail* every rightful advantage for its business that it can establish and secure and maintain.

"To this end, I believe the Association, and its officers, have never worked more vigorously, intelligently and conscientiously than they are doing at present, and it behooves everyone in the retail business to manifest genuine interest in your work, and lend aid and encouragement to it.

"If I may say so, I think that the publishers, at certain periods of their work, have been erroneously and unfortunately placed in an attitude through no act of their own, and have been represented as either indifferent or hostile to many of the suggestions proposed by the retailers as necessary for the

decent and proper and businesslike maintenance of the retail business. In my judgment, this is far from being the case. I believe that publishers, if they could figure with confidence and assurance that no actual loss or harm could come to their business, would be far readier to accord some of the most important claims made by the retail trade.

"It is my conviction, because of the moderation, the care, and the exact and intelligent facts concerning retail bookselling which are being gathered by your members, and being placed before the publishers for their consideration and judgment, that the Association has gotten on solid and convincing ground, and that it will achieve hereafter, in greater and more beneficial degree, some of the practical results that it perceives are necessary to the actual preservation and improvement of retail bookselling.

"On the whole, the question of prices, discounts and other retail trade matters, between publishers and booksellers, have never in years been so happily situated and brought to such a condition, when, through a little further forbearance and understanding, there must come about for both the most splendid and abiding results.

"This closer mingling and apprehension of the mutual wants and purposes, on the part of publishers and booksellers, have been contributed to, indeed, in the fullest measure, by The American Booksellers' Association, for whose future work, I trust you will permit me to wish the success that should follow from pure intention and intelligent effort."

Ohio.

"Allow us to state, most emphatically, that we are with you on the proposition of net books. It is absolutely the only solution of a successful future. We trust you will be able to persuade the publishers who are inclined to hang back that this is the case."

New York.

"I most heartily endorse the splendid work done by your committee in the betterment of conditions for the retail bookseller.

"I stand for fixed prices on books, and am glad to push them and give them first place on my counters."

Connecticut.

"Replying to your letter regarding fixed prices for retail books will say, this is the only class of books on which the retailer can make a living profit. There is not enough money at the present time retailing books at the regular discount to pay for the electricity you burn. Every department store sells any \$1.50 fiction for \$1.08, some of them even less. I have had customers tell me they could buy in New York new \$1.50 fiction for 88 c. There is not much encouragement in this. I am a believer in fixed prices and wish all books were so listed. I should be very glad to see all books on the net price basis."

Missouri.

"A circular letter was received to-day from The American Booksellers' Association

requesting us to forward 'a simple letter of endorsement' of what had been accomplished by the Executive Committee during the past year. This has been done accordingly.

"But I want to reiterate some of my previous statements, hoping that they may help you in your meeting.

It does not seem good business to ask the same price for a transient novel by an unknown author as for one of more permanent value by an author of reputation.

"I don't think any fictitious price should be printed on a book wrapper. We disfigure our stock by obliterating such prices. It does not look neat, but some customers might otherwise leave the store without buying, not realizing that the price did not mean anything. No price should appear, unless it is the real price.

"We have been successful with net fiction. The only criticism being that most publishers seem loath to make a really big book net. Publishers hint that authors are against the net system. Why should the author care about the selling price, provided he receives his stipulated royalty? Assume that the royalty on a \$1.50 book be 15 c., then the publisher in making his selling schedule of 79 c., 81 c. and 90 c. certainly takes care that this royalty is provided for. Say that the average price the publisher receives be the average of 79 c., 81 c., 90 c. or 83 $\frac{1}{3}$ c. Now if that same book were issued at \$1.25 net, and the dealer given 33 $\frac{1}{3}$, the publisher still received 83 $\frac{1}{3}$, the same as before. The author receives his royalty the same as before, then why should either complain? At the same time \$1.25 is too high for transient fiction.

"Our percentage of expense to cost rose last year to 28%, and of expense to sales 20 3/5%. A third then is not too much discount for us.

"Houghton Mifflin Co. certainly deserves the thanks of the trade for first giving this discount. But thanks don't pay printers' bills; we should give them orders in reciprocity."

New York.

"I have filled out a blank, which I enclose, and write you personally. I believe in combination of booksellers, but until we can buy as heavily as department stores I do not see how we can succeed, beside we do not have, nor can we have, the outputs of those stores. I have sold books for 27 years and over, and have done it because I believed in books, loved them and had faith in the publishers. I believe, however, that I have put good money in the book department made elsewhere, and I have had the largest assortment where I have been of any dealer, including the department stores. Just now, however, I am closing out a large line in order to get out of the book business.

"In talking with the buyer of one of the largest department stores in New York State, who is very friendly with me, I have found that they can buy books of publishers, and do, at so much lower rates than

ourselves, that the difference oftentimes makes a larger profit to them than we can make. I have bought largely from the publishers direct and paid them many thousands of dollars in the past 27 years, and now they have the money and I the experience. I regret it much but I think I shall soon have to be counted amongst the "Have Beens," and while I say that I have during my bookselling been one of the few who could carry titles, publishers, authors all in my head equal to almost anyone, knew my stock, and carried only good literature, it has not paid. Department stores during holidays selling more than I could with less variety and no lower prices."

Pennsylvania.

"We are in thorough sympathy and accord with all that has been done by the Association, and it has our cordial approval. We appreciate what it has done for the trade and it has our sincere wishes for its success in the future.

"We are strongly in favor of a price which should be an equitable price and a *net* price and a price for all reasonable time, with transportation charges additional.

"We think this would be just to all—both to the trade, wholesale and retail, and the public in general."

Massachusetts.

"I heartily endorse the work of The American Booksellers Association and will do my share towards maintaining fixed prices on books.

"Before the advent of the Association we were retailing \$1.50 fiction at 98 c.

"Now we get \$1.12 and hope to see the time that all fiction will be *net*.

"We are booksellers in a small way, but are very much interested in what's doing in the Association."

New Hampshire.

"I am pleased to express my appreciation of the efforts which have been made in the interest of the retail bookseller, and most cordially endorse same.

"I stand for the publication of all books at a fixed price, postage added, with a discount of not less than one-third, and an individual contract for the protection of the price between the publishers and jobber, and every bookseller to whom they sell.

"Thanking the committee for the able stand they have taken in this matter—"

Colorado.

"I appreciate that there is strength in organization and that the officers of the Association have accomplished much in the interests of the booksellers the past few years. It appears to me that more has been accomplished recently than formerly, but the results obtained more recently have likely depended to quite an extent upon the educational work that was done in previous years.

"We in Colorado are a good ways from the seat of action, and it is not to be wondered that our interest wanes a little in consequence. However I believe that we all feel

that the work of the Association has well repaid booksellers as a class for the effort put forth, and I for one am glad to help uphold the work at this time.

"It would please me much to be able to attend the annual meeting in May, but it is quite unlikely that I shall be able to do so. However, I will say now that I am in favor of the net price plan with an adequate discount.

"Let me make a suggestion also that the subject of inter-insurance among booksellers be taken up at the meeting in May, and if possible some action be taken looking to the consummation of such a plan. Drug-gists and hardware men are saving a great deal of money every year by carrying part of their insurance in this way."

Kansas.

"We are very much interested in the book-selling end of our business, and would like to see every book issued from publishers' presses at a fixed price.

"We think that it is the only way the American booksellers can make the book end of their business profitable."

Iowa.

"We are heartily in favor of the fixed price on books. It was the absence of this that drove us out of the book business. The \$1.08 business was more than we could stand.

"We have since stocked up in a small way, and shall wait until prices are in better shape than at present before taking up the line.

"What is true of us is of Des Moines and other cities of our State.

"Wishing you most abundant success in your campaign we are—"

Connecticut.

"I have expressed to you before my appreciation of the work that has been done in the matter of helping the bookseller to a profit in the sale of miscellaneous books. It is the pleasantest business in the world if there only was some way to get a living and a little more out of it each year.

"I believe in the net system as long as it is fully protected by the publisher. I would like to see all books published *net* if there could be a decent discount. One-fifth or one-fourth certainly don't pay a profit to any bookseller, according to my belief."

Pennsylvania.

"We enclose herewith statements of our feelings on the subject of book prices, as per your request. We wish further to say that we fully appreciate and indorse all the American Booksellers' Association has done to further the idea of a fixed price on all books, such prices allowing a living margin of profit.

"We believe that the results accomplished so far, and they have been very considerable, are almost entirely due to the efforts of this Association. We believe that the only possible solution of this matter is a fixed price made by the publisher and maintained by individual contract. Our own experience has

been that local agreements are extremely difficult to obtain and hard to maintain."

Ohio.

"I wish to thank you one and all for your continued and earnest labor on behalf of the booksellers of this country in your endeavors to promote the best interests of the trade and to put the business upon a profitable and substantial basis, and also to give your work my unqualified endorsement.

"The net price system, or call it fixed price if more agreeable to luke-warm advocates, is but a rational and natural solution of the problem of the continuance or abolition of the bookseller. Prices should be made by the publisher, who should see to it that no cutting be allowed either by retailer or jobber.

"If the bookseller be useful to the publisher, and we think him a necessity, he should have a reasonable pay for his labor as distributor. To accomplish this end a discount of one-third from the fixed price seems by a consensus of opinion to be the rate at which the business of bookselling can be profitably carried on, and I trust that your labors to this end may be crowned with success."

New York.

"What you say regarding the fixed prices and margin of discounts is exactly in accord with our views. The tendency in publishing and bookselling seems toward a same condition of affairs."

Massachusetts.

"We wish to express our sincere appreciation of the efforts which have been made by the Executive Committee of the American Booksellers' Association in the interest of the retail booksellers, and we wish further to indorse every effort which they have made, and to assure them that anything which they may do to bring about a fixed price on all books, with postage additional, will have our unqualified approval and support. We believe that a discount of one-third should be the minimum and the best way to assure the maintenance of prices would be an individual contract for the protection of the prices between the publishers and the jobbers and every bookseller to whom they sell.

"Conditions in the booktrade are surely much better than they were a few years since, and we look confidently toward a future which shall see the book business on as profitable basis as many other lines of merchandise."

Washington.

"We believe in and stand for the publication of all books at fixed prices, with postage additional. In our opinion the publication of a book with a fictitious list price is a fallacy, and should be eternally condemned by all who have the interest of the profession of bookselling at heart."

New Jersey.

"We believe in and stand for the publication of all books at a fixed price, with postage additional, with a minimum discount of $\frac{1}{3}$,

and an individual contract for the protection of the price between the publisher and jobber and every bookseller to whom they sell."

Connecticut.

"In answer to your communication in reference to the matter of fixed prices, beg leave to state that we have found since the early autumn of last year that where the books were worth production that the fixed prices were a great benefit. We do not hesitate to say that this arrangement has very materially increased the margin of profit in the book department.

"We are heartily in favor of maintaining fixed prices, and shall do all in our power to push publications that have fixed prices, if they are worth it, of course, and shall give the same our unqualified and extended support."

South Dakota.

"I beg to express my appreciation of the efforts which have been made in the interest of the retail bookseller, and to endorse same most cordially and emphatically.

"I believe in the publication of all books at a fixed price, with postage additional. I also believe in a discount of at least one-third, and an individual contract for the protection of the price between the publisher and jobber, and every bookseller to whom they sell. I also believe in pushing the publications of those firms that give the bookseller a living discount, and refusing to handle the publications of the firms that do not."

Wisconsin.

"Replying to your circular letter of April 2, we desire to say that we find the miscellaneous booktrade improving. We are able to sell more books and the returns from them are moderately satisfactory. We favor very much the 'net price' system, as our customers when told it is a net book make no complaint. We are not in favor of a large discount and would be satisfied with that first fixed, namely, 25 per cent. That was the discount given by Harper's, Appleton, Putnam and others when I entered the booktrade in 1852, and the trouble in it only began when they increased their discount and retailers began to divide it with their special customers."

Oregon.

"Having had over twenty-five years' experience in the retail book-trade, I can truthfully say that one, especially a small dealer, can make no money or receive fair compensation for his time, trouble or expense on a margin of less than 33⅓ per cent. All books should be sold at a fixed price, with postage additional.

"If it were not for the commercial stationery end of our business we would certainly starve on the profits made out of books. We have been thinking seriously of discontinuing handling books and go into the commercial end deeper. The only reason we hes-

itate making the change is that we are always looking for the unexpected which never happens, that is a fair profit to the retailer.

"Our orders are usually placed with the jobber, whose gentlemanly travellers call upon us regularly, but if conditions can be changed we will gladly cut out the travellers and order direct from the publishers."

Wisconsin.

"I am looking forward to a minimum discount of one-third and an individual price protection contract between publishers and distributors.

"With this accomplished bookselling would become an important part of my business."

Kansas.

"Replying to your various circular letters of recent date, would say that my sympathies are entirely with the retail booksellers, as have been also my energies for the last twenty years. The trouble, however, is that with the knowledge of conditions from this point to Maine of the various booksellers, while they are entitled to much sympathy, what they really need is more backbone.

"I have been compelled to make my real living out of other lines, as has practically every retail bookseller in the country. Am glad to state that I have recently engaged in a business which actually pays something on the investment, and just as soon as it materializes sufficiently will be very glad to do my share toward maintaining the fight of the American Booksellers' Association.

"All the association, or rather the individual retail booksellers, of this country need is a little common horse sense sufficient to make them do as all other business people do, charge enough above cost price to make the business profitable, and let each individual bookseller cease selling things that do not pay and the situation will take care of itself. As long as they act like a lot of old women at an afternoon tea exchanging opinions on home troubles, just so long will they stay in the same rut."

California.

"I believe in, and stand for, the publication of all books at a fixed price, with postage additional, with a minimum discount of one-third, and an individual contract for the protection of the price between the publisher and jobber, and every bookseller to whom they sell."

North Carolina.

"I am very much pleased to note the increase in the number of books that have been published recently on the net basis, and hope that during the coming years all the publishers will be brought to see the justice of this plan.

"In regard to the question of discounts, I have been making it a point when travellers present a new book with 25 per cent. discount to 'pass it up.' Also when they present a new book on the old regular rate list I

endeavor to impress upon them the importance of issuing new books on the net basis, as it is a well-known fact in the trade that it costs 25 per cent. to do business, and it has always seemed to me an absurd proposition that publishers should expect the retailer to handle their publications at 25 per cent. discount.

"The action of Houghton Mifflin Company in my opinion is very commendable, and it is hoped that all other publishers will be so impressed by our persistent requests for net books at not less than $33\frac{1}{3}$ per cent. discount that they will issue books only on a net basis, as it is the only plan to rehabilitate the book business.

"In my opinion the booksellers throughout the country have this matter entirely in their own hands, and while I do not advocate a boycott, I believe that if they had the *backbone* necessary to order new fiction only in small lots when published at the regular rate, and not to place their orders for large quantities as in the past, impressing on the representatives that the order was cut due to the fact that said publication was not issued on the net basis, it would be but a short time before the publishers would accede to our requests. But I am informed by travellers that dealers in general are placing orders for the same volume as in the past. As long as this continues, Mr. Publisher is not likely to believe that the booksellers are really in earnest.

"Hoping that you will be able to 'show them' that it will be better for the publishers as well as the retailers to publish all fiction on a net basis at not less than $33\frac{1}{3}$ per cent. discount, with postage additional, and wishing you a very successful meeting, I am—"

New York.

"I believe that the only solution of putting the book business on a solid basis is the publishing of all books on a net price system and allowing nothing less than a third off, as less than that gives the bookseller no adequate profit."

New York.

"The statement made by some publishers that there are booksellers who oppose the net price system sounded unnatural. But I concluded that some department stores are still lamenting the loss of their pet advertising scheme, and I fear there is another class of retail stores which are not entirely in sympathy with the one price rule. I refer to co-operative stores maintained on college grounds and governed by a faculty board, as in Harvard, and to booksellers conducting stores or branches on college grounds, paying no rental other than cutting of prices in return for the privilege, as in Columbia University. This is a question which must be settled before we can secure stability in prices throughout the country, as the cutting of net books will seriously affect all other bookstores in college centres. The larger percentage of

books published net are those appealing mainly to students, and cutting of price by one store will force others to meet it or else be branded as robbers.

"The remedy for this class of price cutting or any other is very simple, and even the weakest and most modest publisher could enforce his rule with no embarrassment, and possibly make the enforcement of his rule a source of income for his pains. If there are stores having no rental to pay or dealers whose facilities for doing business are so cheap as to make the usual publishers' discount too much for his need, causing him to part with a portion of his profits, my plan would be for the publishers to decrease their *discount to their level* and pocket the difference themselves. Under this plan the publishers would not be obliged to refuse entirely to sell his goods to any bookseller, thereby eliminating from the mind of any one the thought of 'restraint of trade.' If a retailer feels he has the right to fix his selling price surely the publisher has the same right. I am satisfied that nearly all publishers prefer to see their books sold everywhere at one price, and at the present rate of progress in our civilization it will not be many years before this sane method of retailing will be a golden rule in every line of business.

"Too many retailers believe in the net price system in so far as it applies to their competitors. We need to stand more firmly together and help each other to maintain a respectable occupation. The publishers should help, and the retailer should not help those publishers who to my personal knowledge succumbed to appeals from consumers for discounts on net books and granted it within a year of their issue. (The publishers I have in mind are two of the largest in this country, and were leaders in the American Publishers' Association a few years ago.) Let other publishers and retailers become weak when approached for a discount, we must continue to work vigorously for stability in prices until we dealers as well as consumers are so adapted to the one price method that the word 'discount' will not be thought of.

"The plan for dealers in each community to meet and agree upon a standard of price is an excellent one. Should any party to such agreement fall from grace the remainder should not, like a herd of cattle, follow the leader to the slaughter. They should meet again and discuss the explanation due them from the one causing the break. Obstinate cases of price cutting should be presented to the publishers by the retailers jointly who are willing to stand firmly for a fixed price. One dealer alone loathes to report a price cutter, for in his mind is that ugly appellative 'squealer.' But remedies must be applied.

"If every bookseller would but attend the two days' session of that great school of progressiveness held annually by the American Booksellers' Association. The course of instruction, the recreation and freedom of a

few days from labor is worth more than the cost of the trip. Each time I attend the convention I become more enthusiastic, wiser and prouder of my vocation."

Texas.

"We are in very hearty sympathy with the work of The American Booksellers' Association, especially with reference to better discount on net books. Last year the writer took the stand that our concern would make a specialty of the net books of publishers who allowed a discount of at least 33⅓% on stock orders, and we hope that more of the publishers will come into line, and we wish you well in your work."

New York.

"Ever since your report and letter in the PUBLISHERS' WEEKLY of March 19, I have felt like writing you and expressing my appreciation of the very efficient work you are doing along the line of net fiction. I see you are everlastingly at it and that is the only way we will ever accomplish the desired end.

"I do not, as some seem to, think this work can be accomplished in a year, or, perhaps two. It is too radical a change from the old regime and involves too many parties to suit all in so short a time. The publisher, the jobber, the bookseller, and author and people are all interested parties and there must be concessions from each one in order that all will run smoothly. In the end, however, I firmly believe it will be the best for all concerned.

"I am a little surprised that Dodd, Mead should resort to the scheme they do in selling 'Gloria.' I read the book and it seems to me if published at all, \$1 net would have been a large price for it. Personally, I am buying books that have some merit, and leaving out as far as possible the new long priced fiction. Already there is a goodly line of net fiction, thanks to Houghton Mifflin, the Putnams, Doubleday, Page and others. I wrote the Macmillans early asking about whether the new Churchill book would be net. In fact, I told them I would enlarge my order if it was. They wrote a very courteous reply, thanking me for my letter and saying that was just what they wanted to know. They wanted expressions from the trade in regard to it.

"If the publishers will be a little more careful as to the merits of the book, and put the price on what it is worth, considering its length as well, I think there would be no trouble in the matter of a price. A short story, double leaded, with wide margins, that could be printed in half the space it is and be perfectly readable, has no right to be classed with one like 'A Modern Chronicle.' As you once remarked at the convention, 'The public and the bookseller know a plug many times when you publishers do not.'"

Pennsylvania.

"I was very much interested to-day in seeing the communication sent to you by Mr. Butler of Brentano's, with the accompanying tables of loss and profit in bookselling. I am writing to-day to state most emphatically that I am in favor of 'Net' fiction now, as I have been all along. Possibly I can give you no better assurance of this than to tell you that for some time I have had all 'Net' fiction placed on a separate table and my clerks are instructed to push the books on that table to the exclusion of all other fiction unless the customer has expressed a desire to see a definite title.

"I am doing very well with 'Net' fiction, and hear no complaint from the public relative to prices. I am deeply interested in the tables above mentioned. Would it be possible for you to loan them to me for a day or so? I would like to have a copy for my own use."

New York.

"Ten years ago I was depending on fiction to a very large extent for my profits and, although our sales of fiction are large to-day, I consider that the fiction end of our business can almost take care of itself, and if I were not to sell a dollar's worth of fiction I think I could still make some money. This being the case, I of course feel very differently about our fiction business than I once did. I think that the low price we made on fiction helped to get us new customers, but they may have been to a large extent fiction buyers and not buyers of other classes of books. Anyhow, I believe that if the publishers make *good* fiction \$1.20 net, putting short novels at \$1 net, as many novels will be sold at net prices as at the present time, and probably more."

New York.

"I cannot state in too strong terms my appreciation of the efforts of the Association to further the interests of the retail bookseller in having all books published at a net price, with the postage additional.

"This seems to be entirely the best plan to raise the standard of the business, and put it on a paying basis, at the same time cutting out the sale of modern fiction at cut rates as an advertising medium for other lines of business.

"I believe that the publisher and jobber should use every effort to see that the prices are maintained, and protect the legitimate dealers."

Minnesota.

"Replying to your questions about fixed prices will say I believe this to be the salvation of the publishers; the net price with 25 per cent. from publishers and 20 per cent. from jobbers is too close a margin to work on. I am told by quite a number of travelling men of book dealers closing out their book stocks and keeping stationery and office supplies only, and January 1 I decided to do

this here, for I do not figure that the present margin with present volume of sales justify me in reducing the book stock.

"The Grosset & Dunlap reprints are sold at 50 c., a popular price; McClurg's price is 39 c. in small lots; to get them down to a closer price it is necessary to buy in large quantities direct, and then there is too much danger in overstocking some titles, which means loss where there is a limited sale. Most of the late copyright novels cost 92 c. at McClurg's and are sold in the larger cities at \$1.08 to \$1.18. We cannot afford to pay this and sell at these prices. We have up to this year sold them at \$1.25, but lately we have advanced them to \$1.35.

"I believe, as I said before, that the fixed price, with transportation at the expense of the purchaser, and a uniform discount to the trade of 33⅓ per cent., would be the salvation of the publishers, for it would make an inducement to the local booksellers to work for. It would also discourage the consumer sending to the cities for books if they had to pay postage over and above the price the local dealer can supply for.

"If these conditions prevailed I am not sure but I would reconsider my decision to close out the book department."

Pennsylvania.

"We have always advocated the publication of all books at 'fixed prices,' with postage added, feeling that it is the salvation of the business. As to cost, the minimum discount should be 33⅓ per cent, and, further than that, there should be an individual contract for the protection of prices between the publisher, jobber and every bookseller.

"Trusting the forthcoming convention may be well attended and of such a character as to prove to the publishers that the booksellers are almost a unit on this very serious question of prices, we are—"

CONCLUSION OF MR. CLARKE'S REPORT.

After many of these and some other letters, in answer to inquiries, supporting the policy of the Association and in favor of the net price system and the work of the committee had been read, covering every State in the Union excepting Florida, Oklahoma, Arkansas and Idaho, and representing about three-fourths of the purchasing power of the country and 85 per cent. of the entire membership, Mr. Clarke concluded his report.

Mr. Clark.—In conclusion let me say that I feel that much has been accomplished, and that it may be definitely settled in spite of all which has been said to the contrary by the publishers and their legal advisers, that a copyright carries an absolute right to protection in the sales of the copyrighted articles between the owner of the copyright and the dealer exactly as a trade mark carries the right of the owner of the trade mark or a patent-right carries the right of its owner to make a contract with an insistence upon the

carrying out of the same between both parties, the producer and the distributor backed by the laws of contract. This has been submitted to a number of legal authorities, and there is not a dissenting voice as to the tenability of my contention.

There seems to be good reason for the adherence to the term "net" rather than "fixed price." The buyer seems to understand the meaning of net better and to accept the price at once as final and infinitely more satisfactory than the old erratic and time wasting method.

I wish to emphasize the absolute necessity for a discount of at least ⅓ if the small dealers now in business are to remain and for the possible additions to our ranks of thousands more.

It also seems to be a fairer proposition to all to have a net price for so long a time as the demand for a book continues. The dealer after a reasonable time, not more than a year, to have the privilege of exchange, or the right to place such copies of any book as he may be long on, on his bargain counter after proper agreement with the publisher. It is hoped that the publishers will close out stock and plates of all books which do not sell. This will save them a foolish locking up of capital and perpetual expense.

The dealer who can sell remainders will benefit, and when he looks over the briefer catalogues which will result, will buy more satisfactorily to the publishers as well as himself when stocking up.

I wish to thank those dealers who have written many helpful and appreciative letters. I also acknowledge the much needed advice of Mr. Luther H. Carey, who has always been ready to help me when some point had to be decided before I could get in touch with the members of my committees.

I cannot close, however, without paying my tribute of personal regard and sincere regret for the loss to the book trade of our dear friend and strong supporter, the late Adolf Growoll. We sadly miss him.

CONVENTION OF PUBLISHERS.

Mr. Stewart.—I move that a rising vote of thanks be given to Mr. Clarke for his interest and good work.

The President.—I would like to add my own words to that. Judging from the correspondence on my own desk, from Mr. Clarke, I can say that he has worked this up at a tremendous effort, and, while he may seem strong in his remarks, he is not emphatic enough. The vote was unanimous.

Mr. Clarke.—I move that the persuasive Mr. Wolcott be appointed sergeant-at-arms, and that he bring our good members who are in the back of the room up in these vacant chairs.

Mr. Wolcott was appointed.

Mr. Wolcott.—I wish to thank Mr. Clarke

for saying here to-day that he has the backing of every bookstore and publisher in Boston, for I heard in New York last night that Mr. Clarke and Mr. Carey were the only ones in Boston who favored this matter. Now Mr. Clarke says he has the backing of the whole booktrade except two, I believe he said, in Boston.

Mr. Carey.—I wish to add to what Mr. Clarke said, that I was present in his office when we had there a man from one of the two largest department stores in Boston, and that man said that his firm absolutely and unqualifiedly endorsed the position of this

committee and this report and this Association. I was also present when a representative of the other large department store was there and he took exactly the same position.

Mr. Sterling.—I move that the letters Mr. Clarke has read to us here to-day be collected and put in shape and sent to every member and publisher.

Mr. Herr.—I would like to amend that motion, and say that we include the authors also, and that they be sent without signature.

Motion duly carried.

The president then introduced Charles L. Bowman.

THE PREPARATION OF A MAIL-ORDER CATALOGUE.

By CHARLES L. BOWMAN, *President The Union Library Association, New York City.*

THE subject, "How to Prepare a Mail-Order Catalogue," is one that I have accepted with considerable reluctance, as Father Burkhardt knows, but as I have been accorded the privilege of telling my story in my own way, I feel more comfortable than I otherwise would. I fear I shall digress from my theme many times, give you too much autobiography, and a too rambling story, but if you are not satisfied you must turn your fire of criticism on your committee, for I assure you that the preparation of this paper is not of my choosing. After all, I hate apologies, so here goes:

Mr. President and Fellow Members of the American Booksellers' Association.

I shall take it for granted that those most interested in what I have to say are those who have had little experience in catalogue work, and it is to this class that I shall direct my remarks.

To go back to the beginning, it is nearly twenty-five years since I made my first catalogue. As I recall it, the keynote of my early success was Enthusiasm. In fact, I am afraid that at that time Enthusiasm was my greatest asset. If you want your customers to read your catalogues, you must make them just as interesting as you can. In other words, you must describe books in such a manner that your customers will feel that they cannot live without them. Right here is the secret of success in all advertising, and I hold that a successful catalogue must really be a concatenation of advertisements. And yet, if a catalogue were made up of a lot of advertisements as they are usually written it would not be a success. It is hard to explain this point—how to write an "ad" that is not an "ad" and does not seem like an "ad," and is yet an "ad." It is something like the conundrum, "Why is a Crow?" But, mystifying as all this may seem, it is the real secret of success in cataloguing. Like the poet, the cataloguer is born and not made. I wish it were otherwise, for I would like to farm out a good deal of my catalogue work, but I know of very few cataloguers that I could trust to take the responsibility off of my shoulders. Of course, if you do not know how to describe a book well, it will be very difficult for you to make a successful cata-

logue. To issue a catalogue giving each book a mere technical description is not, in my opinion, bookselling by mail. Almost any one who understands the English language, and who is careful, can make a catalogue of this sort. What I try to do is not only catalogue a book in a way to make the reader want it, but that will make him buy it. Financial success hangs on the one word, "Buy." I wish I knew the real secret of making people buy books. We all have our theories, but if any one of us possessed an infallible recipe, I am afraid he would be mean enough and selfish enough to keep it to himself. I have no secrets about selling books by catalogue. I am always glad to send my catalogues to any bookseller who wants to look them over, so that those of you who have taken the trouble to look over my catalogues already possess all of my secrets. Everything I do is in black and white and on paper and as open as the day. I sometimes feel handicapped in this respect, because I know that over-the-counter salesmen frequently make statements to their customers that the head of their house would not like to see in black and white over his name. Sometimes these statements are made to deceive a customer and at other times they are made through ignorance; but no matter how or why they are made, if they were down in black and white they would cast a reflection on the establishment.

I think one of the strongest features of my catalogue work is trying to describe books exactly as they are. This is not always easy to do, and yet if you will do this, and your customers have faith in you, I am sure you will succeed. Right here I might mention a rock that has wrecked the hopes and business of a number of houses that have attempted to do business by catalogue. This rock is the word "Distrust," caused by deceiving one's customers. You can fool a customer once, but it is hard to fool him twice. Some mail-order houses have worked on the theory that if they could only fool enough people once they would get rich, but these have mostly come to grief, and it is only a question of time as to when they will find that they will not get enough returns from catalogues or circulars to pay for the postage on them.

There is nothing that makes me feel quite

so enthusiastic as to own a big stock of a book that I know to be intrinsically good and that I have bought at a real bargain price. In a case like this the cataloguer has a decided advantage over the salesman behind the counter, whose audience is composed of only one, while the cataloguer may have an audience big enough to fill Madison Square Garden. Sometimes in cataloguing a book I say to myself, "Suppose you had an interested audience of 25,000 people before you, now what would you really say about this book?" Such a thought is an inspiring one to the cataloguer of every large house.

MAKING THE CATALOGUE ATTRACTIVE.

There seems to be a wide diversity of opinion as to what should be the mechanical make-up of a catalogue. Personally, I prefer a large page, and as few of them as possible; attractive type and few or no illustrations. It depends altogether on the book you have to offer as to whether a cut helps. Also a good deal on your clientele of buyers. Personally, I have tried to educate our customers up to the point of being able to see a book in all its mechanical details by a cold-type description. But a very beautifully or uniquely produced volume cannot be adequately described. It must be seen. This being the case, it is difficult to sell books of this sort by mail unless you are willing to send them on approval, and this is not a satisfactory way to sell new books. I like to see a well-printed catalogue, and if you have good books to sell it pays to offer them in attractive catalogues.

SUCCESSFUL BOOKSELLING BY MAIL.

To conduct a successful catalogue business it is necessary, first of all, to have a good clientele of buyers. I will say frankly that if I had not our present list of buyers, the result of twenty-five years' persistent effort, I would hesitate a long while before entering upon the career of a bookseller by mail. I would hesitate first because of the difficulty in getting together a large list of good, dependable buyers and because of the large expense of catalogues. In fact, I am spending almost ten times as much for catalogues today as I did ten years ago. Taking it for granted that you have your clientele and are willing to spend a good many thousands of dollars annually on catalogues, the next problem is how to make a catalogue that will bring proper returns—not from one catalogue, but month after month and year after year. The best answer I know to this is, have something good to sell. Mayor Gaynor recently remarked that good oratory consisted of having something to say, while the late Richard Watson Gilder's recipe for good authorship was, have a story worth telling and then tell it the best you know how. So, in making a catalogue have, first of all, something good to sell and then describe the books the best you know how. Last, but not least, have your prices right and try to give your customers good value. In addition to this, try to put yourself in the place of the man at the other end of the line. I am convinced

that much of one's success in bookselling hangs on confidence, and the successful book catalogue is the one that inspires confidence in the man or woman who reads it. In order to make such a catalogue, you must have good judgment in selecting what you catalogue. You must have what is sometimes called the sixth sense, Intuition, without which you will never be a successful mail-order bookseller. I don't mean to boast, but tell it as an actual fact, that although I have sold a good many millions of volumes, I have never bought but one volume that I couldn't sell. I am keeping it as a curiosity. It is a \$1.50 novel that cost me 90 cents, and when I couldn't move it in a 15-cent clearance list I put it in cold storage, hoping to sell it some day as a rare first edition.

SELECTING BOOKS FOR A CATALOGUE.

There are a whole lot of traditions to be overthrown when it comes to selecting books for a catalogue. The imprint of an old and high-class publishing house is not always a guarantee of excellence in mechanical production. On the other hand, some of the newer manufacturers not very well known in the trade produce some very well-made books. I never refuse to buy a book that looks good simply because the pedigree of its publisher or printer does not date back to the days of Ben Franklin. Having selected books on subjects of general interest by good writers, and having seen that they are well produced mechanically, the next step is to make your customers see them as they look to you. Right here is where the art of cataloguing comes in. You must not say too much, or it will weary your customer and use up too much catalogue space. You must not say too little, for then you will not convince your customer that he ought to buy the book. You must not describe the mechanical make-up in too glowing terms, or your customer will be disappointed. On the other hand, you must bring out all the good points of the book or you will be doing it an injustice. Last, the price, whether twenty-five cents or twenty-five dollars, must seem reasonable—must seem to fit in value your description or what you offer. Those of you who have read Colonel Roosevelt's article in the *Outlook* on his Pig-Skin Library and on Dr. Eliot's Five-foot Bookshelf, must feel broader-minded than ever before as to what you are justified in recommending to your customers. The one thing of all things in offering books by catalogue to steer clear of is small type and poorly made books. If a good book is procurable only in a poor edition, don't catalogue it, for if you catalogue a poorly-made book as it really is, you won't sell it, and if you don't describe it accurately you will disappoint and displease your customer. You will find that you can sell by catalogue a great many copies of what Father Burkhardt calls "plugs"—"plugs" because they are out of fashion in the eyes of his aristocratic clientele. As a matter of fact, many of them are not "plugs"—they have simply lived a short life on his shelves and in the merry metropolitan whirl have been forgot-

ten. Country people, and readers in the country towns, are really better judges of books than city people—they have more time for reading and study. So that an adept cataloguer can sell many books that the over-the-counter bookseller is unable to move. I find that the hardest books to sell by catalogue are stale novels. We have entirely too many novels anyway, and when a \$1.50 novel falls flat, even a 25-cent bargain counter will not move it very lively. On the other hand, it is remarkable how many really good books do not sell, simply because neither the bookseller nor the public knows how good they are. I sometimes buy the American market on an English book so as to be able to offer copies to other booksellers. I have in mind one book of which I have sold over 1000 copies. In fact, I always expect to sell at least 250 copies of it by catalogue every year. And yet, when I offered it to the trade last fall, and at a good discount, the largest number of copies any bookseller would take was five. I also have in mind another capital English book of which I have sold since last October about 250 copies by mail. This was offered to the trade at a large discount, but was turned down flat by the majority of booksellers. A few took two copies and one buyer was brave enough to take ten. Now, what is the answer? Simply that the bookseller is not fully in touch with what the people really want and will buy. Bookselling is a very lazy vocation with many of us. It is so easy to give a man what he asks for. On the other hand, we all know that the successful bookseller counts his profits largely by the sales of books that he buys specially and induces his customers to buy. To return to the subject of

WHAT CONSTITUTES A GOOD BOOK?

Where one critic will condemn another may praise, so that the term "Good Book" is a very flexible one. Colonel Roosevelt says there is no such thing as "The Hundred Best Books." What is the best book for you may not be the best book for me. No matter how good a book may be, or how much philosophy it may teach, it is not a good book for me if I cannot read, understand and appreciate it. So, the man who makes catalogues need not bother very much over this subject. Moreover, the public sometimes wants a certain author that you personally may have little regard for, and it would be foolish to refrain from giving the public what it wants no matter what your private opinions may be. But there are hundreds of books so poorly written, or so dry and uninteresting, or so lacking in every essential, that it is to be wondered at that they ever found a publisher. These are the books to be avoided, no matter how little the price at which they can be bought.

PRICES AND GOOD VALUES.

In catalogue or circular work, where the customer cannot see the book, and you have not an opportunity to turn your battery of personal salesmanship upon him, a reduced price means a great deal, but what counts

most of all is good value. Of course, if you have a real big bargain to offer, so much the better, but a good book at a good value price will always sell in a catalogue, no matter whether the discount is large or small. After thinking the matter over very carefully and considering all classes and conditions of book-buyers, I have decided that a book bargain appeals to about 95 per cent. of the book-buyers of this country. The other 5 per cent. will buy at almost any price. This being the case, I think you will agree with me that the 95 per cent. class ought to be looked after more carefully than the 5 per cent. class, so when you issue a catalogue you must make your prices attractive. My experience is that naming one price in a catalogue is not productive of good results, unless the book is timely and the price reasonable. I have sold as many as 100 copies of a net book from a single catalogue at the full net price, but a net price does not appeal to the average catalogue buyer. If you have only one copy of a book to offer in a catalogue, it does not matter very much whether you say "price, \$1.50," or whether you say, "reduced from \$2.50 to \$1.50," but if you have 100 copies of the book to sell, you must certainly "play up" the price feature. It is simply a matter of human nature, which is very much the same now as it was 2000 years ago. When it comes to current books, you cannot hope to make much money selling them by catalogue. The competition is too great. But, if you do offer current books by mail, be sure you do not ask more than your legitimate competitors sell them at. If, for instance, you are doing business in Boston and have a customer in Worcester, see to it that the book does not cost him laid down in Worcester more than he could buy it for in Worcester; otherwise he will feel that he is paying you for the privilege of doing business with you. Probably the Worcester bookseller may say that the Boston bookseller has no business to try to sell books in Worcester, but that is an open question that I shall not try to decide.

SINGLE VOLUMES BY MAIL.

A mail-order business is not a good money-making proposition to sell books one volume at a time. There is too much machinery set in motion filling orders of this sort. My advice is to try to induce your customer to fill up his library shelves; or, if his library shelves are filled up, sell him a lot of sectional bookcases and make him ambitious to own a real library. Tempt him in every way you can to make him buy books that will be of use to him and his family and that will look well on the library shelves. Even if a man does not read very much himself, he will be proud of a library of this sort and consider it a good investment.

PERSONALITY A STRONG FACTOR.

I find the element of personality a very strong factor in the mail-order business, just as you do in your over-the-counter business. But this is a very difficult thing to introduce without being regarded as egotistic and self-advertising. I am free to confess that I can-

not tell you how to do this. Sometimes I feel that I do it well, while at other times I feel that I have made a dismal failure of my attempts at the "personal touch." It must be done very cautiously and sparingly or it will do more harm than good. I have a critic at home on whom I sometimes try out anything of this sort. If she says, "Dad, it's awfully interesting but it doesn't sound like a catalogue," I know that I have hit on the right thing, for it is originality that is productive of the best results.

In closing, I would say that over-the-counter booksellers have my full sympathy in the problem they are trying to work out—how to make a decent living out of what ought to be the most honorable and respectable of all vocations. They must not forget one thing, however, and that is that they are dealing in what is regarded by many as a luxury, and that they must do their utmost to attract buyers. If the element of price-cutting is obliterated (and I repeat that a bargain is something that very strongly appeals to human nature), then you must make up for it in some other way. I do not like the word "bait" as applied to bookselling, but the vocation of bookselling is more closely allied to that of the immortal Izaak Walton than most of us would like to admit. This being the case, booksellers may find that when

their fixed-price paradise has been gained their customers will have disappeared, unless they get busy and make up in some other way for what their customers have lost in the matter of discount.

At the close of his paper Mr. Bowman answered a number of questions.

Upon motion duly made, seconded and carried, the report of the Executive Committee was received and put on file.

The President.—I will now appoint my committees:

Committee on Resolutions: W. H. Cathcart, L. H. Carey, Walter S. Lewis, V. M. Schenck, John Sterling.

Committee on Nominations of Officers and Executive Committee: Edward Madison, C. E. Wolcott, Ward McCauley, H. L. Mason, Jr., W. Y. Foote.

Committee on Auditing Treasurer's Account: Henry Saunders, E. L. Herr, George Blatchford.

Committee on Resolutions Regarding Mr. Growoll's death: E. B. Hackett, Harry Gregory and H. F. Davis.

It was duly moved and seconded that the secretary be authorized to purchase a gavel during the noon recess for the use of the president of the Association. Motion carried.

Adjournment taken to 2 P.M.

FIRST DAY—SECOND SESSION.

Convention called to order at 2 P.M. by the president.

The president introduced Mr. Madison, of Montclair.

PRINTING AND ENGRAVING IN A BOOKSHOP.

BY EDWARD MADISON, *Montclair, N. J.*

We found that in our experience as booksellers, printing, engraving and embossing was continually coming to us in such quantities that the old method of sending it out to a specialist would not answer. There was no one nearer than the city, one six miles away and another fourteen, that could really be depended upon for a nice piece of type work, executed promptly, and yet there were four printing establishments in the place. The standard of quality was so low that we were literally forced to install a small printing plant to meet the needs of the community. We employed a first-class man who saw what we aimed at and gave him two bright boys, purchased two of the best small presses we could find, bought the best ink made and took up the study of various kinds of paper. The makers of paper were much interested in our scheme as we unfolded it, and furnished every facility for educating us in the adaptability of paper to the requirements of a refined community. It was a most interesting study, and we were surprised at the facilities these manufacturers furnished for artistic work.

An important thing was the question of

price in a community where prices had been largely guessed at. This required study also, and we finally determined upon this for our slogan, "Not how cheap but how good" can we do a job. After three years' experience we find orders coming to us at a price based upon our quality of work. Our shop has had all it could do on this basis, and the standard of the printing in all other shops of the town has been raised by our method, and they seem to be as busy as we are. Of course we have lost a lot of work offered, but we have let it go knowing that there was no money in cheap work, with the facilities we possessed.

Another point we have been particular about was the question of promptness. Orders taken have been filled when promised. This, too, was a new feature in our town. Sometimes it has been embarrassing to make things go smooth and live up to the union rules, but our employees have entered into the spirit of the work and we have had but little trouble.

Stamping and embossing fine papers with crests, addresses, dies, etc., demanded attention at the time we installed our printing shop. We purchased two good presses, em-

ployed a girl to come five miles (as we could find no one who understood embossing any nearer), and started our venture amid the prediction of our New York stampers that we would soon tire of it. This department has not been a money-maker, but in the development of our fine stationery department it has been an important factor. Our principal difficulty has been in keeping a stamper who could do the best work. There are few outside of the large cities, and they do not like to leave the opportunity for society and money making which they claim exist there. There have been such strides of late years in the cutting of dies that it requires a person alert to these things to keep up the quality of work, so we are sending our finest work to the city and doing the commercial address and simple monogram work only upon our premises. But this part of the work is large enough to keep a bright girl steadily busy, to say nothing of the convenience of doing the work promptly.

Plate printing has also been an experiment with us, and while we have had the same difficulty in keeping a good plate printer, as we could not guarantee them steady work, yet our work has grown to such a degree that this fall we expect to need the services of a full time man.

This phase of the business is one that requires the best help and most careful attention. Society demands that the cards, invitations and announcements shall be of the first quality and of the highest standard, and any lowering of this standard means trouble for your business.

Many of the experts in this line are so unreliable that they will work a few weeks and then they will fail to turn up just when you need them most, and the excuse "they were sick" or "had to go to see his brother" has to be accepted and you try again.

I do not want to minimize the worry, annoyance and hard work or have you think that everything has been smooth sailing, but these are no more than come to all places of business, and we know that we have doubled our stamping business and trebled our plate work, and are getting the business and professional men of the community to substitute good stationery, well stamped, for the habitual letter head, gotten up almost any way.

All this has been forced upon us by the

growing taste of the community for better things in stationery and printing. We have originated nothing, we have simply brought together the need and an opportunity to supply it.

It is because I think this is possible to many others that I have been persuaded to give you these personal experiences.

Of course, those who are located in the cities, where all these opportunities exist, may feel that there is no field, but I believe that there are hundreds of booksellers in the country that could take a phase of our experience and make it theirs, and raise the standard of their business as well as increase their sales. Educate your customers to the use of address dies and monograms; cut two or three dies for your prominent professional men at cost and let others see how it looks. One of our first jobs was for a lawyer, and the plate cost \$12. I told him we would furnish it at cost and he jumped at it. We started one of our physicians with die-stamped stationery, and now almost every physician in town has to have the same.

We began to register card plates and dies for our customers a few years ago, and we have now 3500 in our boxes, and we advertise "leave your plates with us, telephone your order and your cards will be delivered promptly." The average person cannot find his card plate when he wants it, so this will be a convenience to him as well as no bother to you.

A friend of mine was connected with a company in this city who had 500 customers for die-stamped fine stationery, scattered through the country and who ordered in lots of from 500 to 5000 at a time. This shows that there is in many places a field that has not been entered by the local stationer, and in the growing artistic taste of the country I believe the bookseller and stationer who has the liking for it will find in our experience a means of identifying the community with his place of business that will be mutually beneficial.

There followed some discussion as to prices charged for certain kinds of work, and answers made to inquiries regarding Mr. Madison's business.

The President.—The next number on our programme is sure to interest you. It has been prepared by B. H. Ticknor, Jr., of Houghton Mifflin Company.

FIXED PRICE FICTION.

By B. H. TICKNOR, JR., Sales Manager of Houghton Mifflin Co.

I AM very glad to have this opportunity to say a few words in behalf of my house regarding net fiction. It is a subject in which we have been deeply interested and to which we have devoted a great deal of time and thought, as we firmly believe that it is the only solution of the great problem which has troubled us all for many years.

Some weight has been given within the last few months to two erroneous statements,

and these statements I should like now to say are entirely without foundation.

The first one is that Houghton Mifflin Company has lost its "enthusiasm" over net fiction.

The second is that the booksellers as a whole do not want it.

It has come to our ears that a rumor is in circulation to the effect that we have been greatly disappointed in the results of what

we had tried to accomplish, and that we should soon relapse to the old methods.

Where this rumor originated I do not know, but I do know there is not the slightest truth in it.

Never more than at the present time have we felt that this way of selling novels is the only one which can possibly help the condition of the booktrade, and it is the condition of the booktrade which we have been especially considering.

If the false impression referred to were correct, it would be clear to all that our only aim when inaugurating the present system was to largely increase the sale of our novels, a suggestion which signally fails to do justice to our motives. We did not go into this matter in a moment of mere enthusiasm prevailed upon by a few eloquent booksellers, but only after the most serious deliberation and realization of the many difficulties that would beset us. We foresaw the competition our books listing at \$1.25 net or \$1.35 net would naturally meet from those selling at \$1.12. We appreciated that a lone struggle against a strong-rooted tradition is necessarily a hard one, yet we decided to take the step because we felt it was the right thing to do and the time had come to do it, and we looked to the bookseller to demonstrate it.

Let me say here that we did not have the least expectation of trebling or even doubling the sale of *all* net novels; that would have been absurd, as we all know what a lottery the sale of a novel is. We only counted upon the distribution being so increased that neither our authors nor we should suffer under the new regime.

One thing of paramount importance we have had before us at all times, and it is something no publisher ought to forget. There are other books besides fiction. Think of the important works of biography, history, science and religion which appear every year, and the standard works which are the backbone of the majority of our publishing houses. Where will be their source of distribution if the bookseller should give up the struggle and retire from the field? We wish to see these books in the windows and on the counters instead of picture-puzzles, post-cards and stationery. They cannot well be sold by subscription or by mail. They must be where the customer can examine them, and to this end there must be bookstores. At the present time the bookseller whose capital is limited and the greater portion of which is tied up in current fiction, cannot afford to properly stock these books. And under the existing conditions I fail to see how he ever will. He has neither the time nor the inclination to devote himself towards exploiting a volume of serious intent. He must think only of reducing his constantly growing supply of big sellers, books which he must buy in quantity to gain the maximum discount. He is right, too, because if he does not sell practically all of them he sacrifices his profit, and if he does not buy enough there is no profit. When the time comes that a dealer purchasing a hundred copies of a novel knows that if sixty are sold his worries over

it may cease, without in any way injuring the future of the book, he will feel that he can bend some of his energies in other directions. That will mean that eventually all good books will receive a proper "show." You would be surprised if you knew the number of really worthy publications, that must be declined each year just because the publisher is unable to see how they can succeed. Is this right? We think not. As the bookseller suffers so does the publisher, and so again the author. If the author's books cannot be displayed they cannot be satisfactorily sold, and if they cannot be satisfactorily sold they cannot be published. We want all books to be treated in accordance with their worth. We want the bookselling profession to be a profitable one. Then the first may come to pass. We want more booksellers, not less.

These are some of the issues which decided us to publish our novels at fixed prices, and we have not the slightest intention of giving up this system.

The impression that dealers as a whole do not want net fiction is wrong, at least the facts have not so been given to us. If it were correct, I imagine that our travellers would have heard of it, as a buyer generally has no hesitation in expressing his opinion if something displeases him.

Our letter canvass the first of the year resulted in over one hundred and thirty replies in favor of net fiction against seventeen opposed to it. The East and Middle West were almost unanimous, bookstore and department store alike. Further West, in Denver, the result was the same. In fact we received one of our heartiest endorsements from Denver. Some may think that the coast is unfavorable. I did not find it so when I was there last year, and our representative, Mr. Elliott, who has just left California, writes that he met with no serious opposition anywhere, and this was borne out by his orders. In no case, as far as I have been able to tell by looking up our records of other trips, has an order for net titles suffered as compared with the author's previous book at a regular price. Orders speak louder than words, and this should mean something.

The Southerners seem, at present, to be divided among themselves. Of the seventeen unfavorable replies I have mentioned, some came from that section of the country, yet dealers in New Orleans and Atlanta willingly offered us their support. Can any one claim from this that the South is against net fiction?

One point which I should like to mention, as it appeared in a good many letters, is that we should not, if possible, list our books at over \$1.20 net, or \$1.25 net. This may be right, as a general thing, but there are times when it cannot be done. Take a well-known author, one whose books have always sold in large quantities; suppose this author writes a much longer story than any previous one, a story on which a greater amount of pains and study has been expended, no publisher could ask that author to accept a reduced

royalty, nor ought the publisher be expected to sacrifice ten cents on every copy sold. Especially if he has planned to lay out an unusual sum in the make-up of such a book and has figured on a large amount of advertising. Such a book must list at \$1.35 net. This is the time that the bookseller should do his part; not say that the price is too high, but understand the publisher's position, and if the book is deserving, make it sell just as well as it ever could have done at \$1.12. Remember the twenty-three cents extra profit when you show it to the customer. You get it, the publisher does not.

The theory that the public will object should not be taken seriously. As a rule, customers rarely ask the price of a novel when purchasing it. If they want the book they will take it. In Boston we have been told at one store that never since net fiction was started has a single sale been lost on account of the price. Yet within twelve months two novels have appeared by a popular local author, one selling for \$1.12 and one for \$1.35 net. We do not pretend that as yet all books can be sold at \$1.35, but those that are sold at this price should receive your heartiest support, as every one of them among the "Six Best Sellers" will mean added numbers to the list, and will prove the contention that a good book will be successful regardless of what it costs. Every other article of merchandise is priced according to its value. Is there any reason why a book should not be? Is there any answer except that it never has been?

Gentlemen, we are hoping that as net fiction spreads an era of prosperity, such as you have never known, may be before you, and that each year, instead of the old names and houses disappearing, new names and faces may be added to your profession, than which there is no better. As William Ellery Channing once said: "Nothing can supply the place of books. They are cheering or soothing companions in solitude, idleness, affliction. The wealth of both continents would not compensate for the good they impart."

This paper was received with great applause and three cheers for Houghton Mifflin Company.

Mr. Carey stated that he hoped every

member would stand behind the firm who dared to come out and take the position expressed in Mr. Ticknor's address, and every bookseller ought to stand behind every firm who took that stand.

Mr. Burkhardt then read a letter that had been received by mail by his firm, regarding the net prices of books, and after some discussion, in which Messrs. Hafely, Adams, Gregory, Clarke, Hutcheson, Malkan, Carey and others expressed their views, Mr. Ticknor asked for an expression or consensus of opinion of those present on the question as to the advisability of publishing a good novel, by a well-known author, and one whose previous books had always sold in from 100,000 to 300,000 at \$1.35, with a minimum discount of one-third, or at \$1.25 with a minimum discount of 30 per cent. A rising vote was taken, and the opinion in favor of the book being sold at \$1.35, less one-third as a minimum discount, was unanimous with the members present.

Following this an expression was asked by Mr. Ticknor as to whether the members would favor and agree to a contract and would maintain such prices, and it was also by a rising vote of the members present unanimously shown to be in favor.

Following this C. E. Butler gave an interesting talk on "What is the Matter with the Book Business," submitting the following tables of figures showing the net results to the bookmen of books sold under the various schedules and, further, the condition or result to the publishers of selling fiction at schedules as given.

Mr. Butler's talk was listened to with great interest and considerable discussion followed, during which Mr. Herr moved, and it was duly seconded, that the figures given by Mr. Butler be incorporated with the letters of Mr. Clarke's and sent to those to whom the letters were to be sent. Motion was duly carried.

[These were the figures printed in last week's issue of THE PUBLISHERS' WEEKLY.—Ed. P. W.]

The President.—The next on our programme is a paper entitled "Effective Publicity," with illustrations. Eugene L. Herr will tell us about this.

EFFECTIVE PUBLICITY, WITH EXHIBIT OF BOOKSHOP ADVERTISING AND STORE STATIONERY FROM REPRESENTATIVE STORES.

By EUGENE L. HERR, of Lancaster, Pa.

LAST January, at a meeting of the Programme Committee, some one innocently suggested that a display of helpful, business getting ideas would make a feature that should be of much benefit to the booksellers who attended this convention. It then developed that this idea had been suggested before, but for some reason had never been adopted. After deciding to use the feature, in trying to put the onus on some one, Mr. Schenck turned to me and said, "Why can't you do it, Herr?" and I very innocently admitted

that possibly I could. There's an old adage you know "that fools rush in where angels fear to tread," and now I'm pretty well convinced that I know the reason why this display has never been attempted before. I'll admit that when I sent my circular letter in March I had visions of mail matter and express packages piling up so as to almost swamp me. But now I realize that there's only one thing harder to get than the fixed price system, and that's the interest and co-operation of the average bookseller. The

net result of 600 circulars, 500 postals following them, and of 40 personal letters to the most active members of this Association was about 30 displays.

But I firmly believe that those 30 displays, so cheerfully submitted, were fully worth the effort of getting them. I want to say that it is well worth the time of every bookseller here present to carefully go over the material in the display, and I'm very much surprised if any one goes home with less than one new idea in his head.

Some of these displays revive one's faith in bookmen—show that there are still a lot of live wires among us. But, oh think of the other 570. Many of them have written me that they fear they have no idea worth while submitting. False modesty, I'm sure. Others wrote me that they had been so largely devoting their attention to other lines—stationery, office goods, etc.—that they had not endeavored to thoroughly work the book field and had really developed no new ideas.

And then, in going over the material myself, I was surprised to find how little of the good stuff was really "bookish." And the more I thought about it, the more firmly I became convinced that the abuses of the cut price system had sapped the very life and vitality out of the book business. Because he has been compelled to handle most books without profit and many at a loss, the bookseller, either because he has lacked incentive, or more likely because he has turned his attention and gray matter to those lines which would make him a living, send the kids to school, buy him a home and possibly some day in the dim and distant future an automobile or steam yacht, has largely degenerated from a book salesman into a book order-taker. In the majority of bookstores the country over, books are a side line. They are allowed to take care of themselves. And nine-tenths of the window displays and advertising is perfunctory, cut and dried and without the vitality back of it that brings results. And who can blame the bookseller?

With the exception of financial securities, I believe there is no other article that requires so high a type of salesmanship as books. And there is no article of merchandise requiring any salesmanship, carrying with it more than average risk of loss, that pays so small a profit. Could the authors and publishers who have stood so firmly in the way of fixed prices with a living profit to booksellers have realized to what an extent the cut price system has demoralized the regular channels of distribution, I fully believe that the fixed prices would have come even more rapidly than they are coming.

From the time I was appointed on this committee I determined that I should do my level best in helping to prepare this program to live up to the motto, "Boost—don't knock." I felt that what the booktrade needed all along the line was helpful co-operation and understanding between author, publisher and bookseller; that there had been enough kicking, and what we wanted was to give a shove all together, to start the ball a-rolling. Yet the more I thought about my

subject and the more I studied it, the more convinced I became that with conditions as they have been in the booktrade, we had no right to look for effective publicity.

Author and publisher alike should soon see that by blocking progressive reform along lines to make bookselling profitable, that they are continuing to weaken the already sadly broken ranks of the natural and most effective distributors of their products. In no other line of business is there a sales force that could be made as efficient as in the booktrade. In no other line will merchants try unknown wares with so slight a provocation and on so small a chance of making a profit. Yet we go on year after year stocking up from dummies and announcements, taking the money we have made from so-called side lines to make up the deficit in our book departments. Is it any wonder that the bookman does not make an effort to exploit those wares for which his business is named? He is too busy endeavoring to make money in stationery, printing, engraving, art goods, cameras, sporting goods, wall paper, driftwood and maple syrup. While his book department probably occupies the most valuable space in his store room, it, in all probability, occupies the smallest place in his brain.

So much for the cause of the lack of efficient publicity in our business. I have wandered far afield from my subject, and I fear have encroached on the bounds of other papers and other committees. Powerful forces are at work and are gradually producing ameliorating conditions that will soon, I believe, put the book business on a producing basis from the standpoint of the retailer. Booksellers and department store managers are lined up shoulder to shoulder in the demand that the marketing of books be put on a stable, honest and profitable basis. The idea of one price to all has become firmly fixed as an established business principle, and the idea of one price for the same article in all stores has so rapidly gained ground in many lines that the manufacturers of many patented articles are demanding from and enforcing on all dealers ironclad contracts protecting their fixed retail prices. The movement is substantially initiated in the book business, and its complete success is now a matter of but a comparatively short time.

Such being the case, it then behooves us as retail booksellers to see in what ways we can increase our usefulness to the authors, the publishers, and to our own community. For the bookseller, by the marketing of good books, should be able to exercise a powerful influence for good in his community. The bookseller should be able to mould and guide the thought of his community. He is in a remarkable position to lead his clients, step by step, in the right direction from the reading of light fiction to heavier and classic fiction, to the study of the good and beautiful in nature, to an intelligent interest in history, along the lines of modern thought and philosophy, and into the empyrean heights of the best in poetry.

Let us see what agents he has at hand to

gain these ends. Let us see how he should be able to offset the tremendous advertising efforts put forth on fake subscription books and *de luxe* sets—almost as pernicious wares as patent medicines and installment furniture. No field with so great possibilities for advantageous exploitation has been so poorly tilled. With a field the harder it is worked the better it becomes, and with a supply of new material, never ending and constantly increasing, by judicious publicity and with reasonable profits on his wares, the bookseller should be able to do great good and profit himself as well.

The means of effective publicity at hand to the bookseller may roughly be classed as follows:

- Window and store display.
- Outside store signs.
- Newspaper advertising.
- Circulars and announcements.
- Envelope and package inserts.
- Typewriter and form letters.
- Personal solicitation.
- Labels and stationery.

Of all the forms of publicity, the one that is most effective, that is always at hand, and while the cost is a constant fixed charge on the business, nevertheless costs the most, is window display. Your window space on a main street is the big item in your rent account, and should therefore be made of the most account in considering this question. Likewise interior and counter displays should follow up and supplement at all times the window. I trust that all present will carefully examine the photographs of window and interior displays of Taylor & Carpenter, of Ithaca, N. Y. This truly must be the "store beautiful." The window shown should be exceedingly suggestive. Likewise the photographs of Valentine displays submitted by E. P. Dutton & Co., New York City, should prove an inspiration. I had hoped to have been able to submit many more examples of this kind, but few booksellers take photographs of these displays and hence but few could send them. I do hope in the general discussion following this paper that many more ideas along this line will be brought out. One most excellent idea submitted to me in writing was as follows:

A summer display advertising a new novel. "The window was cleared, a hammock swung in it, and a boy or girl reclined in the hammock all day, reading the new book with the jacket conspicuously displayed."

Above all things keep your window clean, change it frequently, dressing it attractively with new and seasonable goods. Use neat, attractive, well-lettered signs and put prices in the window. To the latter there may be some exceptions in the case of especially high grade, classy goods.

Almost the same thing may be said of interior displays. Keep your stock moving, make frequent changes in cases and on counters. Make a forceful appeal with books inside as well as outside, and you'll catch many a customer who only came in to buy a magazine, change a book at the library or buy some small stationery sundry.

Outside store signs and bulletins should also be used, in so far as physical limitations will permit. These should be tasty and in keeping with the business, but every inch of space should be used, never, of course, offending good taste.

A. H. Smythe, of Columbus, O., writes me: "One effective sign was across the top of our side walk show case, which reads, 'Come in and Browse Around.' I know that the cordial invitation conveyed in those words brings us hundreds of dollars of business that would otherwise not get inside our store doors." Mr. Smythe also makes the following very practical suggestion:

Again every steel pen in the house is securely sampled on a display board about 18x24, each style given a box number from 1 to say 175 consecutively, and the corresponding number of small wooden boxes contains the retail stock of each pen. In a moment's time a customer selects his pen wanted and in another moment his purchase is ready for delivery. "Time is money."

Personally I have always considered newspaper advertising, at least in a small city, as a most effective agent in keeping your business before the public. There is, however, a great variety of opinion on this subject. Undoubtedly, in a large city, the possible returns to any one bookstore are out of proportion to the cost. Some very catchy newspaper advertising is shown in the exhibits of Hanford & Horton, Middletown, N. Y.; John Sterling, Watertown, N. Y., and of W. B. Clarke & Co., of Boston. They all lay especial stress on the frequent or daily change of copy. The idea of Hanford & Horton in using a distinctive sign cut in every "ad" appeals very strongly to me.

Do not, however, take up any cut and dried syndicate scheme of advertising, with stock cuts and write up suitable to any business. They're a waste of money. Write your "ads" yourself or have some competent person in your own business write them. Take time to do it and put *brains* into it.

All dealers in small places, I believe, have the same difficulty that I have experienced in having "ads" set in attractive and catchy fashion. To overcome this during one holiday season we set up our "ads" in our own plant and had them electrotyped. A number of these are shown in the exhibit.

Under this head might also come street car advertising. I have had no report on this form, and have never been able to make up my own mind as to whether it is profitable for a retail dealer. I am inclined to think, however, that the results, except for general publicity, are hardly in proportion to the cost.

Circulars and announcements are probably used more extensively by booksellers than any other forms of advertising, and nearly all my correspondents regard them more highly than anything else. Circulars—your own and those sent you by the publishers—can be most effectively used as inserts in envelopes with bills and statements, in all books and packages that are sent out, in magazines, and mailed to lists of customers and those whom you desire to become customers. Much

good material along this line has been submitted by George W. Jacobs & Co., of Philadelphia; H. S. Hutchinson & Co., of New Bedford, Mass.; Robson & Adeo, Schenectady, N. Y.; Edward Madison Co., Montclair, N. J., and A. S. Burbank, Plymouth, Mass.

E. S. R. Butler & Son have submitted a catalogue of books in their circulating library. I should like to hear an expression from them and from others who have used such a catalogue as to its efficiency in producing new subscribers and in circulating books which are not especially new and popular.

Many publishers furnish without cost the liberal quantities of printed matter, and they should be used—not thrown in the waste basket. The recent circulars of Grosset & Dunlap are especially worthy of mention. In this connection Mr. Hutchinson submits an excellent idea, in the shape of an envelope in which the circular is enclosed, which bears on its face in facsimile of autograph the following:

"It occurs to me that you might like to know what fifty cents would do in books."

HENRY S. HUTCHINSON.

Booksellers would do well to spend a great deal more of their own money for printers' ink. Get out and get distributed good, catchy circulars of your own get up, with your own personality sticking out all over them. Take advantage of all that paper, ink and cuts will give you. The specimens submitted by Mr. Madison should prove an inspiration. If you have your own plant, put the best that it can do into your own advertising—and take the time to do it. If you don't have a plant, pay a good printer to do it for you. It will pay.

All that I have said in the foregoing applies to little envelope and package inserts. The specimens from Robson & Adeo are the finest and catchiest I have ever seen. The exploitation of single books in this style should be extremely effective. Don't let anything go out of your place without bearing some message about something else you handle. Use your present resources to the limit.

Typewriter and form letters can be used with exceptional effect. Yet books have been less advertised in this way than almost any other commodity. My own experience with facsimile typewriter letters addressed and sent out with a 2 cent stamp, sealed, have been exceptionally good. Every bookseller should endeavor to have a list of possible customers for various classes of books. When books of interest appear, a letter about it should be sent to all the names on the particular list of persons to whom it will appeal. This is the nearest approach to personal solicitation that can be secured by printed publicity. The Baptist Board of Boston have submitted several form letters which they have used with great success in appealing to a particular class of buyers. H. W. Wilson & Co. have submitted a good

series of follow up letters to people who are slow in meeting their bills.

A. H. Smythe has sent me a sample of a circular letter to customers in personal style which is so good and so pertinent that I will read it in full:

MY DEAR SIR: I received a postal card last April from my brother, who lives in Massachusetts, which reads as follows: "Before you go to bed to-night read 'Imagination in Business' in the *Atlantic Monthly* for April." I did as requested and enjoyed, and I trust profited, by the most up-to-date brainy article on the way to succeed in business that I have ever read; so much so, that I wrote the author thanking him for having contributed it.

So many requests were made for its publication in book form that the author enlarged the scope and Harper & Brothers have just brought it out in a little book which sells for fifty cents. My time is too valuable to write you this letter just to sell you a little fifty cent book, but I want my brother business men in this city to get a little of the enjoyment I received, so I ask you for your sake—not mine—to 'phone or call for a copy of "Imagination in Business."

Cordially yours,

A. H. SMYTHE.

This letter mailed to one thousand members of the Columbus Chamber of Commerce sold 250 copies of the book in one month.

Mr. Smythe writes me in his letter "If there is a single member of the Association that has not read 'Imagination in Business' he ought to be made to read it 'before he goes to bed!'"

Personal solicitation is almost a lost art among retail booksellers. Yet it should supplement all the other forms, or all others should supplement it. Unfortunately it has fallen into great disrepute, in as much as the only books which by their profits have in these latter days justified such solicitation have been of such a class as to make book buyers look down upon the book agent. Most of us would be almost ashamed to go out with a book under our arm and urge a purchase. We do not hesitate to urge the installation of a loose leaf ledger or a vertical filing system but we would tremble in our boots if we were to offer and try to sell a set of books. I have great hopes that the profitable future that I foresee looming up ahead somewhere will eventually justify the employment of capable, educated salesmenlike salesmen in the marketing of new books of worth and merit. In the meantime let us all take a crack at it once in a while to see how it goes.

Nearly all booksellers I believe use the label—not the union label—but a little sticker of one kind or another to paste in books, on boxes of stationery, pictures, etc. It is a most valuable adjunct and worth many times its cost. Many styles are shown in the exhibit and any good label house will get you up a neat attractive label for a small sum. We use approximately 100 thousand

annually of a little blue label and would not exchange its advertising value in our community for any other forms of publicity.

In the exhibit are shown many splendid specimens of stationery and office forms. I have been especially taken by the use, by Johnson's Bookstore, on almost every piece of printed matter of the trade mark of a sailing boat. It is distinctive and lends tone and individuality. Likewise the use by Robson & Adee of their autograph signature on every piece of printed matter. Johnson's Bookstore shows the use of the time-saving Outlook envelope carried out in its entirety. They show many other useful and attractive forms. There are also shown in several of the exhibits various methods of keeping records in circulating libraries. The voucher

check we show in our own exhibit has been a big time-saver and a great protection. We also show a number of duplicating forms for billing and charging which have proved extremely satisfactory.

Much advertising value can be gotten from the judicious use of copy on stationery, as many of the exhibits show. Money spent for good printing will always be well spent.

Before closing I wish to thank heartily all those who have co-operated with me and made this display possible by furnishing exhibits. I hope that the general discussion to follow will bring out many more profit producing plans in the selling of books.

Meeting then adjourned to 10 A.M. Wednesday, May 11, 1910.

SECOND DAY—THIRD SESSION.

Second day's session of American Booksellers' Association, held Wednesday, May 11, 1910, pursuant to adjournment.

Convention was called to order promptly

at ten o'clock, with the president in the chair.

W. K. Stewart, of Indianapolis, was introduced by the president.

GETTING THE BUSINESS IN YOUR TERRITORY.

By W. K. STEWART, of Indianapolis, Ind.

You will excuse me if I don't read a paper, because I did not write any. From the remarks of my predecessors yesterday I judge that I am about the only one that was perfectly willing to come here and make a talk. I feel that I have rather forced myself upon the committee by accepting the first call.

It is rather unusual to have so many booksellers at a hotel at the same time. I have been accustomed in past years to talking to probably more men than are here this morning, but talking to them one at a time, and I have sold most of them, but that I can sell you all this morning I will now demonstrate.

I would like first to correct an impression in regard to the place I come from, Indiana. It is not a territory, and has not been for about a hundred years. We consider it a State, sort of a state of mind—not altogether like Boston, however, because our authors are live authors [laughter], and that reminds me of those souvenirs given away by Houghton Mifflin—you know those souvenirs had the pictures of five dead authors on them.

Now, anybody in Indiana can write a book, and most of them have, and we have, or had, three million people there, according to the last census; and I felt it a subtle compliment to be asked to come here and tell you how to sell books. Most everybody can write books, but not everybody can sell them. Indiana is the literary belt of the country. Senator Beveridge comes from Indiana, and George Ade. I am not much of a humorist, and I can't write novels like Nicholson and others. I know many of the booksellers throughout the Central West and in the Far West, but

I am almost an unknown quantity here in the East. I have never been into the Far East and I have not been so far south as Florida, but the rest of the country I have covered pretty well.

Mr. Herr yesterday, in talking of general publicity, covered a great many of the points I would like to have touched upon. His speech was in every way admirable, and if you will give me credit for part of that speech I will have credit for one good talk.

I knew a speaker once who said he always gave himself credit for four good talks. The first one was the one he wrote, the second the one he delivered, the third the one he gave himself on the way home, and the fourth the one the reporters put in the papers the next morning.

I talked with Mr. Herr yesterday and I said to him, "Now, if you can think of anything I should say, that you have not said, I wish you would mention it." He said to me, "Well, you might talk about local conditions." Now local conditions in Indiana just now are distinctly political and things are in rather of an uproar. In fact one of our Indiana humorists said recently there seemed to be four kinds of Republicans there, the "out and outs," the "in and outs," the "down and outs" and the "in bad." [Laughter.]

In going about the country among the booksellers I have often wondered why it was they did not try to get the business in their territory. It appeared to me, from the point of view of a road salesman, that it was an easy thing to make money out of books and stationery. In looking over that little volume mentioned by Mr. Herr, "Imagina-

tion in Business," I was greatly impressed by the fact that every man should ask himself, "Why don't I get all the business in my town?" I think every problem in business suggests its own solution. Every man should let his mind dwell on that point, and if he will only do so he will eventually find an answer to it that will at least give him a good living. Now I don't know that I can say much about the territory east of the Allegheny mountains, although I have sold most of the towns into Buffalo and those lying along the New York Central. But, to speak from personal experience, I have not found it difficult, either in Indianapolis or Cincinnati, to get a very considerable share of the business in those two towns. And, you know, Cincinnati is in the hands of John G. Kidd, one of the most alert and able men in the book business, so my trouble in that territory, so far as I am concerned, is quite minimized.

Now, I have been in the book business in Indianapolis a little more than a year, and, having been all this time in it, I feel as a second year man always does, that I probably know more about the book business than I will ever know again. So I don't mind imparting what I know to you. [Laughter.] When I took that store there I found a community fairly saturated with one firm's books; good books of their kind—none better—but I found a community that were more literary than had been suspected. Now, I have not only sold those books and others like them; but I took that store, and I got books of serious import and I kept them well in the front. I remember selling ten copies of Kant's "Critique of Pure Reason" in seven weeks. I found a community that was hungry for books; hungry for other than what they had had until they were tired of them.

The business there had lost money back as far as I could find any figures for it. I found the store rather an austere place. We were in the high rental district, with a store rental of ten thousand dollars a year, which is very considerable in a town of two hundred and fifty thousand people. Now I have not a plate glass case in front of the store, and I keep good books well displayed, but directly in front I put the magazines. I built up a four-post bed arrangement like the places you find in a railroad station, and in that way I have almost trebled the magazine sales. But if Mr. Chandler will tell us how to make money out of magazines I will certainly be grateful. They are there as a drawing card. They are there for the people who are in a hurry or are waiting for a car, and they drop down their dime, or their nickel, or their quarter, take a magazine and go on. I have also started a circulating library, and I have got money out of books that I could not otherwise have made anything on. I get such books out and I display the side stamp, not the back. In that way I used up a lot of old stock I got out of the Cincinnati store, pulling out eight hundred volumes and selling them for twenty cents apiece.

I might as well say I agree with the department store most emphatically in getting rid of dead stock. Dead stock gets on the nerves of the proprietor, the buyer, the clerk and the public as well. The customers who frequent your store like to see new stock, like to see a change and see your house cleaned once in a while. If you have a dollar locked up in a book for one or two or three years, that dollar is out of circulation, and if it does not circulate it is bad in every way. Now, dig that dollar up; take it and lose 75 cents on it if you have to, put another quarter with the one you have saved, and buy Grosset & Dunlap books; there's a good margin in them and they sell readily.

Of course I know that the stationery business means a great deal to a man's store, and I do not intend to minimize the value of that part of it; but my particular interest has been entirely on the book side, and by paying attention very closely to the kind of people who come into the store, and suiting the book to the man, I believe bookselling can be kept a profession less disagreeable in features than any profession I know of. It is certainly less annoying than a doctor's life, when he is called up and has to go out in the night to see if everything is all right with the Newlywed's baby, or a minister's life with its disagreeable duties, or the lawyer's, who gets into a case that is disagreeable to him. Make the acquaintance of your customers, make friends, know your people (join the church if necessary) [some laughter] and hold the people. Bookselling can, by that principle of suiting the book and the man, get to be a power in the community and render real public service.

Through the Central West we have a great many colleges and universities, many of which, while not turning their back on the humanities, have filled the State from which they get their maintenance with men taught, so to speak, in any trade. The young farmer can, during the winter months, go there and learn agriculture; he can learn how to milk a cow, if he wants to; he can find out how to get rid of the scale on his fruit trees; he can learn anything which he desires to know regarding his work. The machinist can learn a great deal about his business; the electrician can learn all about induction coils. And so it is to-day that the bookseller can serve in much the same way; he can become an immense help to his community. He can get at the people and give them what they want and help them become proficient in their trades. Take the publishers of technical works; they are more than willing to supply you with printed catalogues, and I have found those firms very fair in the matter of discounts. Get in touch with every class. Get hold of the children in the community. Get some one at the head of your juvenile department who knows how to get the children into the store, and the children's mothers, too.

I believe in having men with brains at the head of the book departments. In my book department I have three men on my floor who are college bred men, two of whom get \$1200, and I am the third; and when a man

comes in there and asks one of them to help look up a quotation there are one, two or three men there who can run the list of quotations down for him. I had one of my clerks do that recently, and he sold the man who asked a copy of Browning (the quotation happened to be from Browning), a copy of Browning's poems, a copy of Mrs. Browning's poems and a set of the correspondence between the two. Now that is professional work, and we should be paid for it, and the publisher should understand in giving us our discounts that we should be paid for our knowledge. The average college bred man of from twenty-five to twenty-six years old has had a great deal of money spent on him, you know; and he is entitled to get some of it back. He has to get it back by what he knows. He has to get paid for his brains, and any publisher who is not willing to recognize that fact, the fact that we are serving an educated public, should be dispensed with; and, furthermore, I think we can dispense with him without very much trouble. I have had no trouble with the books of the best publishers in the country. There are some publishers I don't mind saying I can and will get along without, but take Houghton Mifflin, Macmillan, and Scribner, and E. P. Dutton, and Doubleday, Page, and Grosset & Dunlap, and T. Y. Crowell—these are people enough to stock any bookstore admirably. [Applause.]

Now, there are two or three houses, and I would just as soon mention their names as not, for I don't care particularly whether I ever do business with them or not; but I won't, because I think yet that by concentrated action the men at the heads of those houses can be brought to understand that their methods are antiquated.

I was impressed recently by a manual of the United Cigar Stores Company. About seven years ago that concern had its beginning in Syracuse in the Yates Hotel. There are some of us who think lots of Syracuse, and if some don't, it's because the Yates Hotel is not one of the best in the country. Now the man who got that idea of the United Cigar Stores had a great idea, and he worked it out wonderfully well, and his manual is worth the attention of any man who is merchandising. His strongest point is one to dwell upon—the matter of courtesy. What impression has the customer of your store? How does he feel when he goes out? What is he going to say about you, and is he coming back? Why do the customers go into the United Cigar Stores Company stores when there are about twenty-five others right in the same town? I have no kick about the book business, gentlemen. My grandfather was born in the town where Mr. Herr does business, and along in the '50s he came out to Indiana. He did well in the book business. My father did not do so well after he left the business, and I did not do so very well until I got into it; and when the golden days come that Mr. Clark speaks about, and the publishers see the light, and we get the proper discount, I don't see but what we shall all be a happy body of men.

You will pardon this bit of personal ex-

perience, I know, but it reminds me that I should say, that being on the floor ready to speak to your customers, being in touch and reaching the community as they come in—and they always like to see the boss—is, I believe, one of those things that make for success.

I borrowed six thousand dollars about three years ago, and I am worth to-day between seventy-five and a hundred thousand dollars, and I have made every cent of it out of the book business! [Continued applause.]

The President.—Following Mr. Stewart we will hear Mr. Chandler, and then let the discussions, if any, be upon the two addresses. Mr. Chandler is the subscription manager of the Magazine Department of Harper & Brothers.

Mr. Chandler.—My topic will be how to keep the magazine subscriptions in your territory in your own hands, after my experience of ten years in the periodical department in Harper & Brothers. I speak absolutely personally in this matter here this morning and not as a representative of my firm, in fact no one in my firm knows that I am here talking about this to-day.

I found this to be true many years ago, that some of the big stores, and many of the country stores sent whatever subscriptions were in their territory direct to Harper & Brothers. Beginning ten years ago that part of the business was very large, then it grew smaller, and the next year smaller, and the next year smaller, and it is constantly on the diminishing grade. I said to myself, "What does this mean?" I took it to mean that the bookstores are allowing the periodical subscriptions to drift away from them.

Now, there is money in it if it is done right. I want to make this point very clear. In my judgment, and I have been in this business for nearly thirty years—the managing of the periodical department, I mean—I believe that the normal way for a subscription to come from any locality to the publisher is to have the person who wishes the periodical pay the money to the local man and have him send it to the publisher. That is the line of least resistance, that is the way it should be done. You say you are disgusted, and you feel that the publisher has not put the magazine business in the right light for you; there are combinations of magazines which make it impossible for you to make anything out of it. No person who buys periodicals buys one only. Most persons subscribe at once to a number. According to statistics the people who buy *Harper's* average about 5 and 13/100, or a little over five to a family. Now because the people buy them in bunches it has come about that the publishers are selling them in bunches, and that's quite fair. It is perfectly right that he should make a discount on a bunch of magazines. But, again, those periodicals in that bunch should always be sold at the same price, and if the subscription for the bunch is made up of so much money it should not change the price of that bunch. That is where the complications come in.

I want to say, gentlemen, that there is very strong evidence that the publishers of periodicals are threatened with sanity [laughter]; yes, they are, even more so, they are threatened with a considerable degree of intelligence which has not been used in the past few years. I think conditions are going to be different this year, and I think it is well worth while for you to get into this thing and protect the subscriptions. But you must meet the competition which you have at the same time.

Don't say because the price is cut that you won't go into the business at all. If you don't, you are allowing that business to drift away from you; and there is money in it, for the more customers that come into your store the more business you will have in the other lines.

Gentlemen, I thank you.

Interesting discussion with questions to Mr. Chandler and Mr. Stewart followed this, in which Miss Morris, Mr. Clarke, Mr. Grant, Mr. Madison, Mr. Sherwood and others participated.

Mr. Sherwood.—Mr. Stewart said regarding the United Cigar Stores that he wondered why people patronized them when there were so many others in the same locality. I think I hold one answer in my hand [holds up a U. C. S. certificate]. There is a certificate which goes with each and every sale that they make. But the real reason is this: they are growers, manufacturers and retailers and they make three profits.

I have been in the business a good many years, and in the matter of suiting the book to the man—I think Mr. Stewart used that phrase—what do you mean? I always found that a person's appetite for fiction was about the same as for food, and I would as soon think of selecting a book for a man as I would of recommending or selecting his luncheon for him. In a good many cases

you can strike his fancy, of course; but in a good many you cannot. If you select one for him the first time, and it don't happen to strike him right, is he going to rely on your judgment the next time? My experience is that when a person importuned me to recommend a book I generally found it best to lead him up to a table and say to him, "There is all the late fiction," and leave him to find something to suit his fancy. Then, if he does not pick out something satisfactory, he has himself to blame and not me.

I would like also to remark regarding having competent people on the floor. Of course, with a large business and a large trade it may be all right, but with an ordinary bookstore the business will not support two or three, aside from the proprietor himself, at a high salary. In my store sales people are not allowed to say that we have not a thing in stock. There are signs around the store which say to "ask at the information desk," and there we have a competent person who can run down the titles and give the information.

Another thing in ordering books for people, be sure to get a deposit on an order. Then, if your customer does not come back, you have enough credited to the book so that you can afford to sell it at a reduced price.

I know some of you don't believe in advertising quite as I do, but I was with the circus so long that I can't get away from it, and I generally have my music department close to my book department. For instance, I find that "Has Anybody Here Seen Kelly" has a very drawing effect on the mind of the man buying the book.

Mr. Stewart answered the questions of Mr. Sherwood, and Mr. Wolcott spoke warmly of Syracuse amid laughter and applause.

Mr. Frank N. Doubleday was then introduced by the president.

THE CONVICTIONS OF A PRACTICAL PUBLISHER.

By FRANK N. DOUBLEDAY, of Doubleday, Page & Co.

Mr. Doubleday.—Mr. President, Ladies and Gentlemen: I have been told that I am to read a paper, but the only paper that I have is this invitation that I am to speak here at 10:45 this morning. I am fifteen minutes late, but Mr. Chandler came ahead of me; and generally I never come behind Mr. Chandler to speak but what I am forty or fifty minutes late before I get a chance. [Laughter.]

I would like to say first that my entire outlook on life has been changed in the last ten minutes. [Laughter.] Now that is a serious matter. For a great many years I have taken vacations, and wherever I went I always felt it a duty to go into one of the local bookstores, no matter where I hap-

pened to be. But I gave that up five years ago, because I found it spoiled my vacation [laughter], and I was left with the impression that my expense account would not be audited, and I would probably be busted before I got back. Now I have met a cheerful bookseller, and I never met one before.

I have heard of Mr. Stewart and that he was very enthusiastic. One of our men came back from the West one day and said he had discovered him and asked me, if Mr. Stewart wanted to borrow money, would we loan it to him, and I said, "What kind of a man is he?" When he told me what kind of a man Mr. Stewart was I said, "If we have any money let him have it." [Laughter.]

Now, I am very serious in all this business.

I think he has struck the note which might be of more help to this association than anything that ever happened. What a grand thing it would be if the booksellers would only cheer up a few minutes. [Laughter.] Now, take Mr. Clarke here. [Mr. Clarke was in the front row.] I know he is a fine man because he talks disrespectfully to me and tells me I am bad. He depresses me terribly when I visit him. [Laughter.] And then when I get home he writes me a letter—if I have succeeded in forgetting what he said—and he puts it all down on paper.

Mr. Clarke (interposing).—You ought—"

Mr. Doubleday.—Now you just keep still, Mr. Clarke; I have the floor, and this is the only chance I ever did have to talk back to you. [Continuous laughter.] The last communication I received from Mr. Clarke was written on yellow paper, and it was such a hot letter that when I laid it down it actually ruined the varnish of the desk. But I have got even with him now, for he has accepted an invitation to spend the night with me and not talk business. [Laughter.]

This really is not such a bad business that we are in. Mr. Stewart told us an extraordinary story, and then a bookseller came to me within a tenth of a second with information that there was nothing in what Stewart said and not to believe him. And I thought perhaps after all it was the same old business, the same one as when I go into a bookstore and every bookseller acts as if he wanted to sit down and have a good cry. [Laughter.]

Gentlemen, I beg you to be cheerful about this book business. It is not so bad. I can't tell such an extraordinary story as Mr. Stewart did, but our little firm started about ten years ago and we made money from the first year, more, I sometimes think, than we have been entitled to.

Now, I am unqualifiedly in favor of net fiction. [Applause.] I understand the way to do to get solid with everybody here is to say nice, agreeable things to you. Nevertheless I am going to tell you the truth. I believe that net fiction is a splendid thing—but you can't make net fiction in convention. You have got to do it by working on the job. In my judgment there is no question but that net fiction is bound to come. It is only a question of time before it will become an established trade custom, for the very excellent reason that we have got to make a larger profit to come out of the business whole. After people become accustomed to it they will be perfectly willing to pay the net price, providing always it is a reasonable price.

But the point I wish to make is this: You can't make fiction net unless you take into consideration the author. As time goes on

the author has become more and more dictatorial. The publisher seeks the author, the bookseller seeks for the publisher with the right book, and the public seeks the bookseller. Get at the authors and let them understand the net fiction position, too.

Perhaps I better relate a little experience I had. You say, for instance, "If Mrs. Ward will not allow you to make a net price, decline to publish her book." Now that is all very well; but there are other publishers who might possibly be persuaded by Mrs. Ward to take her book. [Laughter.] Pardon me if I am a little personal, but Mr. Everett and I are greatly interested in net fiction; we thought we would see if we could get Mrs. Ward and Mrs. Williamson to make a net price with us. We had contracts with both of these ladies which required the publishing of their books on the old plan.

Mrs. Williamson lived down in the other end of France and I went to see her, and she said to me, "I am perfectly willing to make my book net provided you will guarantee that I won't lose any money." And I said, "Mrs. Williamson, let's go out and see a bookseller around the corner." I took about a ninety-nine to one chance. We went down to an English bookseller at Nice and found an English clerk (you know this thing has been agitated in England), and I said, "What do you think of net fiction?" I had never seen him in my life before, but hereplied to me, "Either you have net fiction or the booksellers all go out of business." Now that pleased me. And Mrs. Williamson and Mr. Williamson looked queer; and I said, "What do you think of the chances of the author on net fiction?" and he replied, "If the author has the nerve to tell the publisher to make fiction net he is going to make money." Yes, that's what that bookstore clerk said. And yet they say there is no such thing as luck in business. [Laughter.]

Well, Mrs. Williamson told me if I could convince her English literary agent that it was a good thing she would consent to it, and I was able to convince him of that and a number of things which I did not expect to convince him of. So I got her permission to make that book net; and it has been a success, too.

If all authors were like these distinguished Indiana authors we would have no trouble. What you need to do is to get this matter before the authors and then we will accomplish something. I wrote letters to many of you people, and put a two-cent stamp on them so you would not throw them in the waste-basket, suggesting that this association somehow get busy and get in touch with the authors. They can be impressed by the booksellers, and I think such a course would really have its effect.

The president introduced Miss Sturdivant.

BOOK PRICES IN DEPARTMENT STORES.

By MISS MABEL STERDIVANT, *Buyer for Wm. Hengerer Co., Buffalo, N. Y.*

ABOUT six years ago the book situation in Buffalo was in a very unsatisfactory and precarious condition. We had one or two department stores blacklisted by the American Publishers' Association. Prices on \$1.50 fiction ranged from 79 c. to \$1.08. This condition was brought about by curious circumstances and not from a desire to cut the price of books. It lasted but a year and a half, when one house grew tired of throwing money away without deriving some glory at least, and quietly packed the stock away until fall. Change of management restored prices in the other house. The prevailing price then for \$1.50 fiction in our city was \$1.08.

Four years ago one of the booksellers called upon The Wm. Hengerer Company to ascertain where and how we stood regarding prices—in other words, we really became acquainted. The result was we started at once our campaign for better conditions. The consensus of opinion seemed to be you could not make money in the book business, especially with fiction selling at a loss, or almost so. Our argument was sound and all were eager to increase their revenue; to do their utmost to help toward better conditions and put the book business on a basis that would give a living profit. We had some opposition and had to make some concessions, but we really felt repaid, as it was agreed that on September first all prices would advance. For instance, \$1.50 fiction to be \$1.15; \$1.25 fiction 95 c.; \$1 fiction 75 c.; \$1.75 fiction for \$1.35, and \$2 books for \$1.50. Not only forthcoming, but all spring and summer books would advance likewise.

We are now working on a plan to still further better conditions which we hope to carry out this fall. Not alone fiction, but juvenile and competitive lines to be on a better basis.

The public took very kindly to the change in price, at least in our store. Occasionally at first we had customers quote New York stores as sending postpaid at \$1.08. It is only on rare occasions now that we hear a complaint on prices.

In my judgment it is altogether a matter of getting together locally on an equal footing bookseller and department store people, with the hearty co-operation and united interests of all concerned, that it will be possible to attain the desired results, fiction on a settled basis.

Was it not the bookseller who originally started to cut the price of books? By giving a discount of twenty off to a select few—clergymen, school teachers and a few other bookbuyers? Not only destroying to a great extent the effect of the publisher's advertisements, but creating the uneasiness that started the public shopping. Perhaps that is what

started the department stores cutting a little under the twenty off.

Why will the bookseller cry butcher, price cutters and general demoralizers at the department stores? We do not like it, nor is it fair or just. Because one or two stand up and do some talking, and, yes, perhaps harm, too, the percentage is too small to class all alike. The great majority are forging ahead, working on a business basis, under business methods. Why not become acquainted with some of the book department managers? You will be surprised, and agreeably so, too. They are all pretty well informed, are inclined to be liberal in their views and to meet you half way. All are men and women who have to meet the same obstacles, the same trying conditions as the regular bookseller. Do not imagine or fool yourself into the belief that all they sell is a few cheap r2mos and fiction.

The book department in many high class department stores to-day will surprise some of the stay-at-home booksellers. They are positively a revelation. Many carry stocks looked for only in the exclusive bookshop. This has been brought about by public demands. It is not the desire of the owner or manager to sell books one or two cents lower than his competitor, but to give good values and carry a comprehensive stock worthy to be called a bookshop, capable of pleasing and satisfying the public demands. In fact, the manager wants to feel that this department is something to be proud of. I have in mind a shop which about five years ago had a stock not only unworthy of the name, but in no way in keeping with its growth and requirements. Cheap books of every description were there, from single volumes to standard sets, with nothing to offset or redeem the stock. Wood pulp paper with a cloth cover about describes the major portion of the stock. To-day they have a stock of books that many a bookshop might be proud to own, with a reputation of having books and not junk and a good growing trade that is bound to develop into something big.

A few years ago the book department was considered a necessary evil in a high class shop. The manager did not look for profit. If at the end of the Christmas season or business year they managed to show a slight gain the department manager was congratulated. If on the other side of the ledger, the loss was charged to advertising and it was considered money well spent.

Conditions to-day are very, very different. Every department is treated alike. All must show a percentage of profit, and it is far harder than you may imagine, for we have many expenses the booksellers know nothing of. While the department was considered a necessary evil a few years ago, to-

day it is a necessity in a well-regulated, high class shop. We are a big factor to be reckoned with, we are here to make money for our houses and here to stay. We really are the publishers' best friend. It is to us they look for help in disposing of large editions, and if instead of sending on a lot of printed matter, such as circulars, announcements and posters, they would co-operate with the shops for local advertising the results would be to our mutual advantage, for two-thirds of the printed matter sent out goes down the waste paper chute. The prices so often on this matter are misquoted; then, too, the most effective local advertising is newspaper advertising, but must be under a dealer's name.

One reason why department store people should look with favor on fixed, settled or net prices on fiction and encourage this action by giving their time and assistance to accomplish same—why it should be easy to convince every right-minded owner or manager that it is for our interest and the good of the business to get better prices, they all want results, not excuses—is we are obliged to tie up too much capital in stock that does not carry its own weight, yet stock we are obliged to handle, we are worried if we do not have a well-assorted stock of fiction, but worried to death when we have it for fear we will not be able to turn it as often as we should or before it is issued in the cheap edition. It is absolutely necessary for us to have special action occasionally, something to bring up our percentages and quick returns, and not, as the bookseller often feels, demoralizing to the trade.

I believe the solution of the price difficulty will be best solved by a fixed price in fiction, and I am personally very much in favor of it, provided the prices are not too high. Let the quality, quantity and real merit of the book determine the selling price instead of a set price for all books.

It really makes little or no difference to the customer if the book is worth while; he will pay \$1.25 or \$1.20 as quickly as he will pay \$1.08.

The saleswomen really have a great deal to do with the price. They can make or mar it. As an illustration: A saleswoman approaches a customer. He will not say I want a book for 98 cents, but eight out of ten will ask for the book wanted, or something interesting and good to read to give away. If the customer is unknown, only a few questions are necessary to ascertain about what class of book to recommend; she never, or seldom ever, thinks of the price. It is a desire to please that is utmost in the sales person's mind. Price does not enter into the transaction. When the sale is made the price is given, and almost never will the customer refuse to pay the small advance; 12 cents or 15 cents one way or the other does not influence the purchase. It is the courteous, intelligent and satisfactory treatment that wins the customer.

Another point of vital importance to our success, another reason why we ought to

encourage and uphold fixed prices, is the fact that we are obliged to pay higher salaries to our salespeople than other departments; they demand it, their experience is what we are paying them for and what we must have. In order to uphold and maintain the dignity the department demands we must have intelligent, courteous and well informed salespeople.

Following Miss Sturdivant's address there was some discussion in which Mr. Grauer, of Buffalo, took part, and also Mr. Lewis, Mr. Chapman, Mr. Foote and Mr. Clarke.

Mr. Herr.—In connection with the display in the back of the room, THE PUBLISHERS' WEEKLY have offered to take the display to their office, keeping it and such additional publicity material as may be gathered there permanently, that they may write about it from time to time in aid of all booksellers. If there is no objection, I would suggest their offer being accepted, with the exception of a few articles which I am under promise to return to the senders.

The suggestion was approved.

The President.—I think I see Mr. Brentano in the audience; if I do I would like him to come up and talk to us.

ADDRESS BY MR. BRENTANO.

Mr. Brentano.—Mr. Chairman, ladies and gentlemen of the American Booksellers' Association, I think that Mr. Doubleday was quite right in not treating as a matter of levity, no matter how jestingly he referred to it, the subject of Mr. Stewart's statement, that three years ago he borrowed six thousand dollars and that he is now worth seventy-five thousand dollars; and that it is his sophomore year in the line of retail book-selling. I think that is a very important fact to be observed and carried away from this convention. I hope Mr. Stewart will complete his whole course in bookselling with an increase in every year.

His success I ascribe to two things he mentioned. He had enthusiasm, and combined it with intelligence by paying twelve hundred dollars each a year for two clerks. You can't do book business to-day unless you get competent help. I can say, with some spirit of boastfulness perhaps, that whatever our balances have shown, whatever forbearance the publishers had to extend, we have always believed our success depended upon well paid employees.

One unfortunate condition in this book-selling business, it has had no educational force behind it. In the old days the economic conditions enabled every bookseller to have a competent person, and the method of living enabled the ones who were employed to live on a salary which the bookseller could pay him. However, I was very glad to have Mr. Doubleday allude to Mr. Stewart as a "cheerful bookseller"; and, if we have some more in the room, and I feel sure that we have, we will begin to feel better. I think we should preserve a dignity in our business, and look forward to the possibility of more

money making possibilities which will bring more money in the retail business. There are many discouragements, but we ought to overcome them, and that they can be overcome, I know that it takes a real bookseller with faith and pluck to do that.

There seem to be a great many of us who believe that we have some special dispensation that prevails and exists for those engaged in bookselling as compared with other merchants; that we can name and secure a good price whenever we want we do have to be as careful in our expenditures as others in different lines of business. Why, the bookseller has as much to-day to practice every business faculty and ability as any man in business, and a little more. We are happy to see the more manifest readiness of the publishers to consider and in a measure adopt the net price system throughout their lists. We have been encouraged in our own business in the advancement of prices. Fifteen years ago we made a price of \$1.18, which was practically carried through the country. There we have rested until now, when, largely encouraged by the attitude of Messrs. Houghton Mifflin Co., we have practically got up to \$1.20 net fiction. Personally we have done more than that: we have very carefully gone through our stock, and we are compiling actual card systems of every book; and we are going to price each as high as we believe the capital invested in each book will bear, in justice to the customer and to ourselves.

We have already raised the price to \$1.20 net, and some of them we have raised to \$1.35. Those books that are called for seldom but which we are still required to keep in stock we have raised to \$1.50. I am happy to say we are getting these prices, and that practically we may call the step a complete success. [Applause.]

Now, why have we not done that before? Because we did not feel we could do this until the general tendency of making books at net prices was firmly enough established to make us feel that it was a safe and reasonable thing in our relations to our customers.

If we can say with confidence that we feel that the same price prevails in other stores, that there is no hesitation over the price at time of purchase, or ever afterwards, on the part of the buyer, then this question of net prices which has been referred to three or four times this morning is bound to be a success. I do think this is not the place or the time (I agree here with Mr. Doubleday that net prices cannot be made in convention), but I do believe that when this problem is straightened out, and the discounts to the retailer are what they should be, the retail bookseller will find a field wider than in many other lines of business.

When you try to do business below 25 per cent. margin you are getting to be a magician—almost. The publishers must bear in mind the fact that at least 25 per cent. is a minimum retail expense which they should consider in the making of a price list and discounts.

The publisher must not make the mistake of thinking that merely because the price is

net the bookseller is going to double his sales; it depends largely upon the book he is selling. Publishers should ask themselves, first of all, whether the production of books does not exceed the demand. There are a whole lot of matters that are intimately associated with the possibility of distribution of the book which cannot be changed, no matter how liberal the publisher may be in discounts to the retailer.

Again, there is the publisher who makes a success of a book which is duplicated by almost every other publisher, either that season or some other season. This makes a very complex proposition for the bookseller, for he has to duplicate his stock, and he may have four or five or six and maybe twenty books on the same subject, and generally with none of the duplicates nearly of the merit of the original.

Mr. Ticknor yesterday in his statement regarding net books said one thing which is of highest promise, namely, that Houghton Mifflin took this step to make their fiction net after full and careful consideration. They were not carried away by any flight of enthusiasm, not at all adjured to take this step because they believed it would work a miracle, but because they believed that the price marked on the book and advertised by the publisher as the selling price should be that which the retailer should ask and should get. Any proposition which falls short of that will leave the bookseller in the same position that he is happily just about to emerge from. With a little help now we hope all to become "cheerful booksellers." [Applause.]

There is one thing more that I would like to say, and that is that the publishers should consider in this question the whole aspect. And here I would mean to take up the question of restocking books the orders for which were not placed with the traveller originally. It is restocking, after all, that makes up the bulk of the book business. It is often necessary to refurbish to take the place of sales just made. Now the usual practice has been that the diligent bookseller is actually punished for his diligence by having his discount curtailed, unless he make up a quantity order which he does not require and which he should not assume the liability for, when he is expected within a certain time to pay for that stock. A great deal of this arbitrariness in discounts comes from what I call shortsightedness on the part of the publisher. Most of us, immediately we get out of a book, want to get it back without delay, especially if it is a good book; and if we could all fill our orders as we need them from day to day without being subjected to a loss we would buy more freely.

In conclusion I wish to say that I believe that there is in sight something to repay you for your many pilgrimages to New York. I believe you have more nearly achieved the bringing together of the minds of the publishers and retailers, to the end that both may mutually profit, than you have ever done before. I believe the publisher is more seriously looking upon this matter of the rectifi-

cation of discounts and the net price than he has ever done before, and I wish you all the success you deserve from such a beneficent change. [Applause.]

Just one moment more. I want to say to you that there is a gentleman here who, as a publisher, has worked day in and night out, and has used every effort, to bring about better conditions in retailing, and I think the thanks of this association are due him. I speak of Mr. Shoemaker, of Philadelphia. [Applause.]

Miss Morris.—I move that we give a rising vote to Mr. Shoemaker not only for his work in the association, but for his improvement of juvenile literature.

Motion duly seconded and unanimously carried. Mr. Shoemaker responded with words of appreciation and cheer.

The President.—We will now listen to the reports of the different committees, the first being that special committee appointed to draw up resolutions on the death of Mr. Growoll. Mr. Gregory, as chairman of that committee, will read the report.

Whereas the American booktrade have incurred an irreparable loss in the death of their associate, Adolf Growoll, who for over thirty years served the mutual interest of publisher and bookseller alike, inspired with a noble zeal for what was most worthy of both professions, now be it

Resolved, That the American Booksellers' Association, here assembled in their tenth annual convention, place themselves on record as recognizing their full debt to the noble spirit which actuated Adolf Growoll, and give testimony to the considerable achievement effected by his untiring zeal in their behalf; and be it further

Resolved, That a copy of this resolution be sent to Mrs. Adolf Growoll, to *THE PUBLISHERS' WEEKLY*, and be inserted on the minutes of this convention.

The adoption of these resolutions was moved, seconded and unanimously carried by rising vote.

The President.—Next we will hear the report of the Auditing Committee.

Your Auditing Committee having examined the treasurer's books hereby attest to the correctness of the same.

HENRY SAUNDERS,
E. L. HERR,
G. BLATCHFORD,

Committee.

It was moved, seconded and unanimously carried that this report be accepted.

The President.—The report of the Committee on Resolutions, Mr. Cathcart chairman, is next.

RESOLUTIONS OF THE AMERICAN BOOKSELLERS' ASSOCIATION, IN CONVENTION AT NEW YORK, MAY 10-11, 1910.

The Committee on Resolutions desires:

1. To express its approval and appreciation of the work of the officers and committees during the past year.

2. To reiterate and endorse the following resolutions as adopted by the convention of 1909:

a. That we deprecate the growing tendency among jobbers to enter into unfair competition by giving away the extra discount allowed them by publishers for the purpose of serving the smaller booktrade.

b. That there should be a determined effort on the part of all intelligent booksellers to raise the

standard of literature, giving precedence by exploiting only books of real merit, and sharply discriminating against much that is mere trash, having no reason for existence in permanent form.

c. That the following conditions embody the almost unanimous desire of all the retail booksellers of the United States.

1. That all books published in the future be at a net price, with postage additional.

2. That to retail and wholesale dealers in books a minimum discount of 33½ be allowed from the net selling price.

3. That all books in the future be sold by publisher under contract as to the maintenance of price; and the maintenance of the same contract being obligatory between the jobber and retailer, the jobber being held responsible in the matter of underselling to libraries as is the publisher.

4. That protection of the net price be maintained for a period of at least two years from the date of publication, and that this condition be incorporated in the above-mentioned contract.

5. That the following form of contract is suggested as meeting the requirements of the situation:

Mr.
Publisher.

In consideration of the discount allowed on books which you publish at a net price.....hereby agree to sell at retail these books at a published price (except for the allowance of 10 per cent. to libraries only), and.....hereby agree to maintain these prices for at least two years from the date of publication.

It is mutually understood that under no consideration will a publisher sell or offer to sell to any individual or library, except at the rates and on the terms herein stated, and that in the case of Mr., Publisher, selling books to jobbers, contracts be demanded of them that they will in turn require a similar contract to the above from their customers.

It is further understood that Mr....., Publisher, shall charge in addition to said published price a sum equal to the amount of postage or express when books are sent by mail or prepaid express to a retail customer.

Be it further resolved that:

Whereas, In correspondence conducted by the Executive Committee replies have been received from at least 85 per cent. of the retailers of books, including leading department stores, and of this 85 per cent. only two individuals have expressed themselves as unfavorable to net fiction, it has been demonstrated beyond question that the overwhelming majority is in favor of a net price on all books, as well as an individual contract enforcing the same, and whereas this evidence has been corroborated by Houghton Mifflin Co., one of the most substantial and enterprising publishing houses, and whom we highly commend as the one house which has consistently published ALL their fiction at a net price during the past year; and

Whereas, In the past certain publishers have expressed a doubt of the advisability of publishing net fiction on the ground that the majority of the booksellers were not in favor of same, be it

Resolved, That this correspondence received by the Executive Committee be placed at the disposal of any publisher who may wish to consult the same, and that a representative and pertinent collection of extracts be made from this correspondence, the same to be printed in pamphlet form and mailed, so far as practicable, together with a copy of these resolutions and the figures kindly compiled by Mr. C. E. Butler, of Brentano's, to every bookseller, publisher and author whose name and address can be secured.

Resolved Further, That we commend the action of ALL such publishers as have manifested a tendency to meet the wishes of the Association as expressed in resolutions of the past year by issuing certain volumes of fiction at a net price, and in addition to the firm before mentioned in these resolutions especially the firm of Doubleday, Page & Co., who have with a single exception issued all their fiction during the past year on the net basis.

Resolved, That we urge upon all booksellers the advisability of pushing the sale of all worthy fiction published at a reasonable net price, by window display, special effort on the part of their employees, and all other means at their disposal.

Resolved, That we note with satisfaction the growing activity of the department store booksellers in the aims and motives of the American Booksellers' Association.

Resolved, That we heartily appreciate and com-

mend the attitude taken by THE PUBLISHERS' WEEKLY in its recent editorials relative to net fiction, and urge all booksellers to extend the influence of this journal as far as possible, not alone by personal subscription, but by recommending same to other dealers.

W. H. CATHCART, V. M. SCHENCK,
LUTHER H. CARY, JOHN STERLING,
WALTER S. LEWIS,

Committee on Resolutions.

It was moved, seconded and unanimously carried that this report be accepted.

The President.—The report of the Committee on Nominations is next, with Mr. Madison chairman.

The Committee on Nominations recommended the following names:

President: Walter L. Butler, Wilmington, Del.
1st Vice-President: W. H. Cathcart, Cleveland, Ohio.

2d Vice-President: Henry S. Hutchinson, New Bedford, Mass.

3d Vice-President: J. K. Gill, Portland, Ore.

Secretary: A. B. Fifield, New Haven, Conn.

Treasurer: E. B. Hanford, Middletown, N. Y.

Executive Committee.

W. B. Clarke, Boston, Mass.

C. E. Butler, New York City.

W. K. Stewart, Indianapolis, Ind.

A. M. Robertson, San Francisco, Cal.

Percy Douglas, Kansas City, Mo.

Advisory Board.

American Baptist Publishing Society, Philadelphia, Pa.

Wm. Ballantyne & Sons, Washington, D. C.

Bryant & Douglas Co., Kansas City, Mo.

E. S. R. Butler & Son, Wilmington, Del.

The Caldwell Sites Co., Roanoke, Va.

Clarke & Co., Vicksburg, Miss.

L. H. Cary, Boston, Mass.

E. P. Dutton & Co., New York City.

W. Y. Foote Co., Syracuse, N. Y.

J. K. Gill Co., Portland, Ore.

Wm. P. Goodman, Manchester, N. H.

Harry Gregory, Providence, R. I.

F. F. Hansell & Bro., New Orleans, La.

Hunter & Co., Nashville, Tenn.

Davis L. James, Cincinnati, Ohio.

The E. P. Judd Co., New Haven, Conn.

The Kendrick Book and Stationery Co., Denver, Colo.

Clifford L. Legerton, Charleston, S. C.

Loring, Short & Harmon, Portland, Me.

Lowman & Hanford Stationery and Printing Co., Seattle, Wash.

Nathaniel McCarthy, Minneapolis, Minn.

John P. Morton & Co., Louisville, Ky.

James E. Mosley, Madison, Wis.

T. Pillott, Houston, Tex.

Henry Saunders, Oneonta, N. Y.

Hobart J. Shanley & Co., Burlington, Vt.

John V. Sheehan & Co., Detroit, Mich.

Frank Simmons, Springfield, Ill.

H. Taylor Rogers, Asheville, N. C.

J. R. Weldin & Co., Pittsburgh, Pa.

St. Paul Book & Stationery Co., St. Paul, Minn.

Respectfully submitted,

WOLCOTT, MADISON,
FOOTE, McCAULEY,
MASON,

Committee on Nominations.

Mr. Hutcheson.—I move the adoption of the report of the Committee on Nominations, and that Mr. Wolcott cast one ballot for the names as read.

Motion seconded and unanimously carried.

Mr. Wolcott cast the ballot and the above officers were declared elected.

The president on his own behalf and that of each newly-elected officer thanked the convention for its confidence bestowed upon those named, and expressed his belief that each and every one would work for the best interests of the Association.

The President.—I will announce my standing committees, before adjournment, as follows:

Committee on Relations with Publishers.—W. B. Clarke, *Chairman*, Boston, Mass.; C. W. Sanders, Minneapolis, Minn.; W. H. Cathcart, Cleveland, Ohio; C. E. Wolcott, Syracuse, N. Y.; J. K. Gill, Portland, Ore.; A. C. Walker, Rochester, N. Y.; H. F. Davis, Pittsburgh, Pa.

Committee on Membership.—George W. Jacobs, *Chairman*, Philadelphia, Pa.; L. H. Cary, Boston, Mass.; W. S. Lewis, Philadelphia, Pa.

Committee on Publicity and Editing Report of Proceedings.—A. B. Fifield, *Chairman*, New Haven, Conn.; Fremont Rider, Managing Editor of THE PUBLISHERS' WEEKLY, New York City; E. D. Chapman, *Bookseller, Newsdealer and Stationer*, New York City.

Committee on Programmc and Entertainment.—W. K. Stewart, *Chairman*, Indianapolis, Ind.; E. L. Herr, C. C. Shoemaker, E. S. Adams, Ward Macauley.

Committee on Banquet.—A. Wessels, *Chairman*; C. A. Burkhardt, Charles E. Butler, George Blatchford, E. B. Hackett.

The convention adjourned at 12:38 P.M.

THE TENTH ANNUAL BANQUET.

THE dinner given, as last year, at the Hotel Astor on the evening of the second day of the convention, May 11, made a fitting climax to the most successful booksellers' meeting yet held in this country. After each of the three hundred and ten guests had taken his place in the Hotel Astor's sumptuous banquet hall the flashlight photograph, which appears on another page of THE PUBLISHERS' WEEKLY, was taken of the assemblage. The dinner of nine courses was, as usual, both excellent and well served, and reflected credit upon the committee having the banquet in charge.

MENU.

Lucines de Little Neck
Crème de Tomatoes à l'Américaine Hors
d'Oeuvres Variés
Filets de Sole, Nantua
Pommes de Terre Parisienne
Tournedos de Boeuf à l'Argentueil
Pointes d'Asperges Aubergines Farcies
Coquilles de Volaille, Royale
Sorbet Cardinal
Poussins Rôtis Au Cresson
Salade De Saison
Glacé de Fantaisie
Petits Fours Fruits Assortis
Café Noir Cigars

A vote of thanks had been previously voted to Francis Draz for the "Inspiration" for the guest table at the banquet to-night, and to the White Rock Company, Premier Press for printing *menus*, Japan Paper Company for paper, and to Messrs. Harper & Brothers, Houghton Mifflin Co., Doubleday, Page & Co., Charles Scribner's Sons, the Century Co., and Bobbs-Merrill Co., who furnished souvenirs, for their share in making the banquet a success.

The Bobbs-Merrill Company's souvenir was a leather mounted pocket mirror with the stamped title "The Man Higher Up;" Doubleday, Page's, a handsomely framed illustration from Mr. Dugmore's "Camera Adventures in the African Wilds;" Houghton Mifflin's, a folder of some of their authors; Charles Scribner's Sons', a copy of "The Angel of Lonesome Hill," by Landis; the Century Co., a special edition for the convention of a portion of Mr. Franck's book, "A Vagabond Journey Around the World;" Harper & Brothers, a very attractive paper weight.

When the coffee and cigars had been passed, the president briefly introduced the first speaker of the evening, Harry A. Franck, the author of "A Vagabond Journey Around the World."

Mr. Franck spoke for nearly an hour in delightful vein, giving in a most informal way a resumé of some of his experiences on his "vagabond journey," experiences including about everything from vagrancy in France to roustabouting in Egypt. He wound up with an account of his adventures in Ceylon while being invited to become a Buddhist

priest, and of his way through unknown country in Indo-China. Those who heard Mr. Franck do not wonder why his book is selling.

The same may be said of A. Radclyffe Dugmore, author of "Camera Adventures in the African Wilds," who entertained the convention with a running commentary on his pictures, as a whole probably the most wonderful animal pictures ever taken, which were thrown on a screen at one end of the banquet hall. So close was the attention that another hour slipped away unnoticed; but when one is being charged by infuriated rhinos a few yards distant, or stalking lions by moonlight while said lions are enjoying an after theatre supper of hartebeast, and when this is done, not in imagination, but in amazingly vivid photographs taken on the spot, no wonder time goes easily. Mr. Dugmore is to be doubly congratulated when his readers know something of the patience, hard work and positive danger which these pictures of his involved.

To follow two such "topliners" as Mr. Franck and Mr. Dugmore is a difficult task. How successfully T. A. Daly, author of "Canzoni," did it, was attested by the round of spontaneous applause which greeted every selection he rendered. Mr. Daly is a newspaper man who has won a reputation for renderings of Italian-American dialect, and his jokes and more serious verses were alike inimitable.

It was well after midnight before the programme was concluded, and the Booksellers' Association Convention for 1910 was officially at an end.

THOSE IN ATTENDANCE AT THE CONVENTION.

Sol Abbott, with R. H. White & Co., Boston, Mass.
Edward S. Adams, Fall River, Mass.
W. P. Albrecht, with The Macmillan Company, N. Y. C.
Frederick G. Allen, Auburn, N. Y.
John R. Anderson, New York City.
Mr. Bailey, guest of W. B. Clarke.
F. S. Bailey, of Bailey & Sackett, Syracuse, N. Y.
E. B. Barnes, New York City.
William P. Beers, of Norwalk, Conn.
George Blatchford, Pittsfield, Mass.
Charles L. Bowman, N. Y. C.
Frank M. Braselmann, Presbyterian Board, Philadelphia.
Jas. E. Bray, of A. C. McClurg & Co.
George W. Brazier, of Presbyterian Board of Publication, N. Y. C.
Simon Brentano, of Brentano's, N. Y. C.
Hulings Brown, with Little, Brown & Company, Boston, Mass.
Frank Bruce, representing Houghton Mifflin Co., N. Y. C.
Frank E. Buckley, Holyoke, Mass.
A. W. Burger, with Harper & Brothers, N. Y. C.
Charles A. Burkhardt, with E. P. Dutton & Company, N. Y. C.

W. J. Burkhardt, Jersey City, N. J.
H. B. Burrows, of The Burrows Brothers Company, Cleveland, Ohio.
Charles E. Butler, of Brentano's, N. Y. C.
Walter L. Butler, of E. S. R. Butler & Son, Wilmington, Del.
A. W. Caldwell, of Lamb Publishing Co., N. Y. C.
H. Calkins, Jr., New York City.
Luther H. Cary, with The Pilgrim Press, Boston, Mass.
W. H. Cathcart, with The Burrows Brothers Company, Cleveland, Ohio.
E. O. Chapman, of *Bookseller, Newsdealer and Stationer*, N. Y. C.
A. M. Chase, with Dodd, Mead & Co.
William B. Clarke, of Wm. B. Clarke Co., Boston, Mass.
Irving S. Colwell, Auburn, N. Y.
H. S. Conklin, Patchogue, L. I.
V. M. Coryell, New York City.
Wm. C. Cricks, with Funk & Wagnalls Company, N. Y. C.
V. W. Cupples, of Cupples & Leon, N. Y. C.
C. F. Davenport, Metropolitan Press, N. Y. C.
Harry F. Davis, of R. S. Davis & Co., Pittsburgh, Pa.
Willard R. Deming, with White & Wyckoff Mfg. Co., Holyoke, Mass.

- Frank W. Dickerson, Lockport, N. Y.
 F. C. Dodd, with Dodd, Mead & Company, N. Y. C.
 J. C. Donnelly, South Norwalk, Conn.
 James L. Drummond, with Ward & Drummond, N. Y. C.
 Harry B. Dunlap, with D. Appleton & Co.
 George D. Dutton, of E. P. Dutton & Co.
 S. A. Everitt, with Doubleday, Page & Co.
 Albert B. Fifield, of The Edward P. Judd Company, New Haven, Conn.
 Desmond Fitzgerald, New York City.
 Miss M. D. Fitzpatrick, with L. M. Blumstein, N. Y. C.
 W. Y. Foote, Syracuse, N. Y.
 John R. Fraser, with H. B. Claflin Co., N. Y. C.
 Wm. J. Gallagher, Outing Pub. Co.
 Francis Gilman, with Hills & Hafely, N. Y. C.
 Miss Grace E. Going, with American Booksellers' Association, N. Y. C.
 F. E. Grant, New York City.
 John L. Grant, Utica, N. Y.
 Christopher G. Grauer, of Otto Ulbrich Co., Buffalo, N. Y.
 Harry Gregory, Providence, R. I.
 Herbert A. Gould, of A. C. McClurg & Co.
 E. Byrne Hackett, with Yale University Press, N. Y. C.
 F. E. Hafely, New York City.
 E. W. Hall, of Moffat, Yard & Company, N. Y. C.
 Frederick W. Hallam, with James Pott & Company, N. Y. C.
 E. T. Hanford, of Hanford & Horton Company, Middletown, N. Y.
 Mrs. Alice Harriman, Seattle, Wash.
 Lucius R. Hazen, Middletown, Conn.
 Emil Heikel, with D. Appleton & Company, N. Y. C.
 Eugene L. Herr, of L. B. Herr & Son, Lancaster, Pa.
 J. A. Holden, Business Manager THE PUBLISHERS' WEEKLY.
 B. F. Holder, with Thompson-Smith Company, New York City.
 A. F. Houghton, New York City.
 John Hovendon, New York City.
 B. W. Huebsch, New York City.
 Henry S. Hutchinson, New Bedford, Mass.
 James A. Jenkins, New York City.
 Henry R. Johnson, Springfield, Mass.
 Robert P. Kelsey, representing St. Paul Book & Stationery Co., St. Paul, Minn.
 H. C. Kinsey, of Doubleday, Page & Company, N. Y. C.
 Herman Kleinteich, of Siegel Cooper Co., N. Y. C.
 Fred E. Lacy, of G. P. Putnam's Sons, N. Y. C.
 J. M. Lavendar, representing Arthur M. Allen, Troy, N. Y.
 A. T. Leon, of Cupples & Leon, N. Y. C.
 Walter S. Lewis, of Strawbridge & Clothier, Philadelphia, Pa.
 C. B. Lichtenstein, New York City.
 Samuel Loweree, with Duffield & Company, N. Y. C.
 Ward Macauley, of Macauley Brothers, Detroit, Mich.
 Chas. W. McKeon, Excelsior Pub. Co.
 William Macmillan, of Wanamaker's, N. Y. C.
 George T. McLeod, of McLeod & Allen, Toronto, Canada.
 Edward Madison, of The Edward Madison Company, Montclair, N. J.
 R. E. Magill, with Presbyterian Committee of Publication, Richmond, Va.
 Henry Malkan, New York City.
 F. H. Marling, with Charles Scribner's Sons, N. Y. C.
 Henry Lee Mason, with J. R. Weldin & Company, Pittsburgh, Pa.
 Henry Lee Mason, Jr., with J. R. Weldin & Company, Pittsburgh, Pa.
 L. R. Matlack, with Hurst & Co.
 H. V. Meyer, with American Baptist Publication Society, Boston, Mass.
 Miss S. A. Milchsack, with The Moravian Bookstore, Bethlehem, Pa.
 Henry Moeller, with Funk & Wagnalls.
 Miss Belle C. Morris, with The Edward Malley Company, New Haven, Conn.
 E. W. Mumford, with The Penn Publishing Company, Philadelphia, Pa.
 J. I. Murray, Jr., with Wm. R. Jenkins Company, N. Y. C.
 J. Donald Newton, New York City.
 D. D. Nickerson, Dana Estes & Co.
 W. W. Norman, with Brentano's, Washington, D. C.
 L. G. Nourse, with Henry Altemus Co., Phila.
 D. J. O'Connell, with Funk & Wagnalls Company, N. Y. C.
 H. V. Patterson, with Harper & Brothers, N. Y. C.
 W. B. Pratt, Houghton Mifflin Co.
 George V. Price, with Harper & Brothers, N. Y. C.
 William R. Reed, New Brunswick, N. J.
 Samuel Reis, of Cong. Pub. Soc., Boston.
 Mrs. Frances B. Richards, Flushing, N. Y.
 William Rickey, with B. W. Dodge & Company, N. Y. C.
 Fremont Rider, Managing Editor THE PUBLISHERS' WEEKLY.
 James L. Roberts, with Baker & Taylor Company, N. Y. C.
 Walter Robertson, with George H. Doran Company, N. Y. C.
 J. T. Robinson, of George W. Jacobs & Company, Philadelphia, Pa.
 Wm. Rohde, of Rohde & Haskins, N. Y. C.
 Henry L. Rooney, with Irving Pitt Company, N. Y. C.
 Henry Saunders, Oneonta, N. Y.
 V. M. Schenck, with Johnson's Bookstore, Springfield, Mass.
 R. J. Schofield, of Excelsior Pub. Co.
 Theo. E. Schulte, New York City.
 A. G. Seiler, New York City.
 R. E. Sherwood, New York City.
 Charles C. Shoemaker, with The Penn Publishing Company, Philadelphia, Pa.
 C. W. Smith, with Scrantom, Wetmore & Company, Rochester, N. Y.
 Henry C. Smith, of E. P. Dutton & Co.
 Wm. R. Spinning, of T. Y. Crowell & Co.
 Dr. Sylvanus Stahl, of The Vir Publishing Company, Philadelphia, Pa.
 John Sterling, Watertown, N. Y.
 W. K. Stewart, of W. K. Stewart Co., Indianapolis; also representing Robert Clarke Co., Cincinnati, Ohio.

R. C. Stolle, with Charles Scribner's Sons, N. Y. C.
 Miss Mabel Sturdevant, with Wm. Hengerer Company, Buffalo, N. Y.
 Harry W. Sully, with H. B. Claflin Co., N. Y. C.
 H. R. Taber, Manager Harvard Co-operative Society, Cambridge, Mass.
 R. W. Taber, Harvard Co-operative Society, Cambridge, Mass.
 F. C. J. Tessaro, New York City.
 F. A. Thompson, Thompson, Smith Co.
 J. L. Thompson, with Charles Scribner's Sons, N. Y. C.
 N. V. Tibbals, with The American News Company, N. Y. C.
 B. H. Ticknor, Jr., with Houghton Mifflin Co., N. Y. C.
 C. L. Traver, Trenton, N. J.
 Louis E. Turk, New York City.
 Mr. Vaughan, of D. Appleton & Co.
 T. B. Ventres, Brooklyn, N. Y.

T. F. Vonnegut, of W. K. Stewart Co., Indianapolis, Ind.
 G. F. Warfield, Hartford, Conn.
 K. N. Washburn, of G. C. Merriam Co., Springfield, Mass.
 Alex. Wasserman, New York City.
 A. Wessels, of A. Wessels Company, N. Y. C.
 L. B. Westbrook, Presbyterian Board, Philadelphia.
 Louis Weil, with Henry Malkan, N. Y. C.
 Geo. L. Wheelock, of The Century Company, N. Y. C.
 H. W. Wilson, with H. W. Wilson Company, Minneapolis, Minn.
 Ralph H. Wilson, of The McDevitt-Wilson Book Shop, N. Y. C.
 J. A. Wirth, of Eaton & Mains, N. Y. C.
 Clarence E. Wolcott, Syracuse, N. Y.
 F. C. Woodward, of Woodward & Lothrop, Washington, D. C.
 E. A. Yeakel, Methodist Episcopal Book Room, Philadelphia.

BIBLIOGRAPHIC NOTES.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

American Press Company, Baltimore, Md., Drama, including biography, Shakespeareana, etc. (20 p. 8°.)

Edward Baker's Great Book Shop, 14 John Bright St., Birmingham, England, Miscellaneous books. (No. 274, 894 titles.)

C. G. Boerner, Leipzig, Books of the 15th and 16th centuries. (No. 17, 59 p. 134 titles.)

F. C. Carter, 13 Campsbourne Road, Hornsey, London, N., Americana, including Canada, Indians, Hawaii, Central America, West Indies. (No. 21, 900 titles.)

F. De Nobele, 20 Rue de la Tulipe, Brussels, Belgium, Old and new books on archæology, architecture, painting, sculpture, etc. (No. 37, 1010 titles.)

John Grant, 31 George IV. Bridge, Edinburgh, Reminders of standard books on art, literature, history, science, theology. (32 p. 4°.)

Henry Gray, Goldsmith's Estate, Acton, London, Miscellaneous collection of books and manuscripts. (No. 279a, 8°, 32 p.)

Otto Harrassowitz, Leipzig, Bibliography, history, libraries. (No. 72, 236 titles.)

W. Heffer & Sons, Cambridge, England, Interesting books, prints and autograph letters. (No. 60, 412 titles.)

John Heise, 410 Onondago Bank Bldg., Syracuse, N. Y., Books, autograph letters, signatures. (No. 21, 317 titles.)

W. Junk, Kufürstendamm 201, Berlin, Germany, Natural science and mathematics to the end of the 18th century. (No. 38, 1661 titles.)

C. Lang, 157 Via Quattro Fontaine, Rome, Italy, Ancient library of books concerning Italian literature and historic sources. (No. 14, 1200 titles.)

Charles E. Lauriat Co., 385 Washington St., Boston, Mass., Standard editions and sets from private libraries. (Vol. 5, No. 12, 38 titles.)

Noah F. Morrison, 314 West Jersey St.,

Elizabeth, N. J., Americana. (No. III, 664 titles.)

Daniel H. Newhall, 508 Tribune Bldg., New York, Books and pamphlets relating to Abraham Lincoln. (No. 40, 42, 224 titles); Americana, including Mormons, Civil War. No. 41, 218 titles.)

Martinus Nijhoff, Nobelstraat 18, The Hague, Holland, Ancient and modern books on political economy, socialism, etc. (No. 381, 1252 titles.)

Lee S. Olschki, Florence, Bulletin Mensuel de la librairie ancienne. (No. 64, 300 titles.)

Bernard Quaritch, 11 Grafton St., London, Books on natural history, Part III, Zoology and entomology. (No. 288, 560 titles.)

Ferdinand Schoeningh, Osnabruck, Germany, German literature from the Reformation till 1850. (No. 110, 2437 titles.)

Shepard Book Co., 408 S. State St., Salt Lake City, Utah, Rare books on America.

John Skinner, 44 N. Pearl St., Albany, N. Y., Books from the Albany Institute and Historical Society. (No. 76, 204 titles.)

E. Steiger & Co., 25 Park Place, New York, Monthly gazette of current English literature. (No. 15, 8°.)

Em. Terquem, 19 Rue Scribe, Paris, Catalogue Mensuel de la Librairie Française. (March, 1910, 8°.)

Herbert A. Thayer, 61 Prescott St., Newtonville, Mass., Second-hand books, mostly theological. (No. 44, 488 titles.)

William Thomson, 35 West 42d St., New York, Miscellaneous books. (No. 13, 506 titles.)

Thomson-Pitt Book Co., 947 Eighth Ave., New York, Rare books on Americana, with Alken, Cruikshank and Rowlandson plates. First editions. (No. 15, 425 titles.)

Toronto Antiquarian Book Co., 5 Jordan St., Toronto, Can., Catalogue of an interesting collection of miscellaneous books. (No. 40, 588 titles.)

Adolf Weigel, Wintergartenstr. 4, Leipzig, Periodicals and library works. (No. 41, 402 titles.)

BRITISH IMPERIAL COPYRIGHT
CONFERENCE.

WE learn from the *Booksellers' Circular* that a conference of representatives of the British Government and of the self-governing Colonies will be held in London next month to consider the Berne Copyright Convention, as revised at the Berlin Conference in November, 1908.

The main question for consideration will be whether it is advisable to promote an Imperial Copyright Act, applying to the whole empire, or a British domestic act, with power to the self-governing Colonies to bring themselves within its scope afterwards. Article 26 of the revised convention provides that the contracting countries shall have the right to accede to the convention at any time for their colonies or foreign possessions. They may do this either by a general declaration, comprising in the accession all their colonies or possessions, or by specially naming those which are comprised therein, or simply indicating those which are excluded.

The committee appointed by Mr. Churchill, as president of the Board of Trade, in March, 1909, to examine the revised convention and to consider whether the law should be altered so as to enable the Government to give effect to it, refrained from reporting upon "questions which arise in connection with copyright in the Colonies, and the position of Great Britain with regard to the Colonies."

It will be necessary, as Mr. Churchill has already stated in the House of Commons, that any alteration of the existing law of copyright, to give effect to the decisions of the Berlin Conference, shall be made by legislation. It is possible that a measure ratifying the adhesion of Great Britain to the convention may be introduced during the current session, but it is not considered likely that, in the present state of public business, any considerable progress would be made with the bill this year.

MEETING OF CREDITORS OF AMMON
& MACKEL.

At the receiver's meeting, held May 11, there were about \$29,000 of the \$33,000 indebtedness represented, \$14,000 of which, or 93 claims, are in the hands of the Stationers' Board of Trade. The receiver stated the schedules show there are about 90,000 volumes of books on hand at an estimated value of \$21,000, and book accounts, estimated good, \$2500.

The pay roll is about \$115 per week. Rent \$127 per week, light \$7.50. He also stated that the business is being run at a loss of \$20 per day, most of which was caused by the high rent they are paying.

Mr. Mackel, who was present, stated an inventory was being taken at cost. The receiver said that they were still working at it. It was moved and seconded that the receiver be requested to have prepared a statement of the purchasers, gross sales and gross expenses during the existence of the firm, and also a profit and loss account made up to submit to creditors.

Mr. Augustus H. Skillin, the attorney for the receiver, was present, and suggested that a committee be appointed to assist in disposing of the plant, review the general situation, and consider with the receiver, and it was moved, seconded and carried that a committee of five be elected as a ways and means committee, composed of Charles E. Archambault, a borrowed money creditor, and the landlord, the Franklin Building Company, with three of the largest publishers, Major Frederick T. Leigh, of Harper & Brothers; Horace Ridings, of Lippincott Co., and J. F. Skinner, of Dodd, Mead & Company.

The receiver was authorized to continue business until after the first meeting of the creditors, which will be called in about ten days.

NEW BOOK ON "COMMERCIAL
BOOKBINDING."

ALL members of the trade interested in the manufacturing side of the book business will wish to see George A. Stephen's book on "Commercial Bookbinding," just published by W. John Stanhill & Co., London. Mr. Stephen is chief assistant librarian of the St. Pancras Public Libraries and a member of the Book Production Committee of the (English) Library Association. The book is a reprint of a series of articles appearing last year in the *British and Colonial Printer and Stationer*, and fills a gap which has hitherto been only too apparent in the literature of bookbinding. From an American standpoint something might be desired, for the book, of course, follows English commercial practice rather than our own, and, though much of the machinery figured is American, a great deal in use here is omitted altogether or very naturally has given way to its English competitor. The various forms of sewing machines are treated in detail. Other processes—trimming, bundling and casing—are less fully treated. The book, however, hardly pretends to be encyclopedic; and, being up to date, almost alone in its field and very fully illustrated, it cannot help being of value.

COMMUNICATIONS.

NEW HAVEN, CONN., May 4, 1910.

To the Editor of *The Publishers' Weekly*.

DEAR SIR: Here is one of those things which are too good to keep. In that excellent story, the "Ramrodders," by Holman Day, on page 121, "the ex-Governor gave Harlan his left hand. The empty sleeve of the right arm was pinned to the shoulder." He must have recovered very quickly from his misfortune, for on page 168 he is represented with "his finger-tips together."

Very truly,

A. B. FIFIELD.

Enthusiasm is a lubricant that makes the wheels of trade go round; a grouch is sand in the bearings. Enthusiasm, like factory melancholia is catching.

OBITUARY NOTES.

S. HASTINGS GRANT, librarian, editor, author and publicist, editor from 1850-55 of *Norton's Literary Gazette and Publishers' Circular*, which was later absorbed in *THE PUBLISHERS' WEEKLY*, died this week at Elizabeth, N. J., at the age of eighty-two. He was born at Oneida, N. Y., in 1828, and was educated privately and at Princeton College. From 1846-49 he was employed by the publishing and bookselling firms of Wiley & Putnam and John Wiley. From 1849-66 he was librarian of the New York Mercantile



S. HASTINGS GRANT, 1828-1910.

Library, at a period when the librarianship of the "Mercantile" was a position on a par with the mayoralty of the city itself, and when electioneering for the one was as earnest as for the other. From 1860-71 he was editor of the *American Publishers' Circular*. From 1873 until his retirement from active work some years ago he was in financial and public life as superintendent of New York Produce Exchange, 1873-82; as private secretary to Mayor Edson, 1882-3; as comptroller of New York City, 1883-4; as vice-president of the United States National Bank, 1884-5. His interest in library work was always enthusiastic. He took prominent part in the organization of the first Librarians' Convention and was its secretary; he was one of the originators of the card index system of keeping records, which has of late years seen such an enormous development; he was also an author, a magazine contributor and an active member of many societies. In 1858 he married Margaret Van Antwerp Beckley, and is survived by two children, one of whom is editor of *The American City*. His services to the early development of American publishing were of the greatest importance, and

his death marks almost the passing of that older publishing generation.

As we go to press we learn of the sudden death of J. F. Tapley, president of the J. F. Tapley Co., at his home, 14 Fifth Avenue, New York, on Thursday evening, May 12. A sketch of his life will be given in the next issue of *THE PUBLISHERS' WEEKLY*.

PERIODICAL NOTES.

THE Syracuse University *Daily Orange* notes that in a recent lecture before the University Press Club these four papers were named as "typical of the best modern papers"—the *New York World*, *Chicago Tribune*, *Springfield Republican* and *Kansas City Star*.

JOSEPH B. GILDER, the late editor of *Putnam's Magazine*, has undertaken the editorship of the *New York Times Saturday Review of Books*. He has had considerable experience in literary journalism. With his sister, Miss Jeanette L. Gilder, he started the *Critic* (afterwards absorbed by *Putnam's*) nearly thirty years ago and was identified with each as editor most of the time.

EDWARD H. CLEMENT's new weekly, the *Boston Common*, made its initial appearance last Saturday. The *Common* is owned and directed by 100 shareholders, each of whom holds one share and has one vote in the management. The Co-operative Publishing Company's executive board consists of Ralph Albertson, president; W. E. Butler, treasurer; A. M. Wilson, secretary; R. T. Paine, Jr., and C. M. Cabot.

JOHN H. FAHEY, editor and publisher of the *Boston Traveler* for the last seven years, has sold his interest in that newspaper to A. F. Holden and E. H. Baker, of Cleveland, Ohio. Mr. Fahey will withdraw as editor and publisher of the paper and president of the Boston Traveler Company in about ten days. Mr. Baker is general manager of the Cleveland *Plain Dealer* and Mr. Holden is associated with his father, L. E. Holden, in the ownership of that paper.

THE issue for March 4 of the *Bibliographie de la France: Chronique* is devoted to a report of the annual meeting (February 25) of the Cercle de la Librairie. The president, Albert Gauthier-Villars, called attention in his address to the second series of lectures on bookselling, and spoke of the activities of the copyright bureau and of the syndicate for the defense of intellectual property. In the report on the technical library of the Cercle, the late A. Growoll is among those in foreign countries noted as donors to the collection.

NOTES ON AUTHORS.

THE official biographer of Mark Twain is Albert Bigelow Paine, who, together with Mark Twain's daughter, are the author's literary executors. Mr. Paine is now at work preparing biographical material and gathering those letters of Mark Twain's which have a biographical or a literary interest. Mr. Paine is anxious that these letters may be given to

the public in as complete a form as possible. To accomplish this he asks that any one having letters of this nature by Mark Twain communicate with him at Redding, Conn. All letters received will be copied and returned to the sender.

ELEANOR HOYT BRAINERD, whose latest book, "The Personal Conduct of Belinda," has just been brought out by Doubleday, Page & Company, is an Iowan by birth. Like a true daughter of the West, her life has been one of energy and versatility. She began earning money when very young in the usual way, by teaching. Hers was not a usual kind of teaching, however, for when a girl of eighteen she found herself installed as teacher in a boys' military school. A year later she came East and taught in a fashionable girls' boarding school on Fifth Avenue. An even greater transition followed when she became reporter for the *New York Sun*. For a number of years she did general reporting for this paper, handling everything that came her way from the police court to the fashionable wedding. Then she became an author. She has recently purchased a farm on the Connecticut River, her ancestral home.

LITERARY AND TRADE NOTES.

REILLY & BRITTON Co. have a series of twelve volumes of optimism, edited by Wallace and Frances Rice, to be known as *The Little Book Series*. The little books are made very attractive with pretty covers and page illustrations, and their text comes from such writers as Stanley, Norman Hall, Emile A. Nelson and others of like calibre and popularity.

FUNK & WAGNALLS have just published "Makers of Sorrow and Makers of Joy," by Dora Melegari, translated from the French by Marian Lindsay. Its theme is that what have commonly been considered as slight individual faults and habits of thought and feeling—such as vanity, jealousy, impatience, deceit, uncharitableness in judgment, etc.—should really be adjudged by public opinion as offenses that are criminal in their nature, inasmuch as the effects they produce are extremely damaging to character and social well-being.

THE MACMILLAN COMPANY have just put out "Western Women in Eastern Lands," by Helen Barrett Montgomery, giving an outline study of fifty years of woman's work in foreign missions, forming the tenth volume of the series issued by the Central Committee of the United Study of Missions. This year, 1910-1911, marks the 50th anniversary of the organization of the first Woman's Board of Missions in America, and the book is therefore specially timely. "The Picturesque St. Lawrence," by Clifton Johnson, is also just ready.

W. A. BUTTERFIELD, Boston, has just issued "The Baby Bird Finder," in two tiny volumes, one devoted to "Song Birds," the other to "Water and Game Birds: Hawks and Owls," gotten up by Harriet E. Richards and Emma G. Cummings, associates of the American Ornithologists' Union. The little

books have already appeared under the title "Baby-Pathfinder to the Birds," and they are very profusely illustrated. They make a pretty souvenir in their little box and their information is of course reliable. They are also ready bound in paper.

THE BAKER & TAYLOR COMPANY announce that, for the coming fall season, they will publish about twenty-five books, including works of scholarship and research like Frothingham's "History of Architecture," works for the art student and amateur, like Keppel's "Golden Age of Engraving," and a number of beautifully illustrated child's books of which Grace Duffie Boylan's "Steps to Nowhere" and Lamb's "Tales from Shakespeare," illustrated by George Soper, are examples. They will continue the popular and successful *Guide Series*, no longer called the "Child's Guide," and will issue the customary proportion of books of fiction.

DESCENDANTS of the Scotch Irish and genealogists of whatever ancestry will be interested in "Scotch Irish Pioneers in Ulster and America," by Charles K. Bolton, librarian of the Boston Athenæum, a book which Bacon & Brown (Boston) announce as nearly ready. The work has been in preparation for several years, and is an important contribution to the history of American colonization. The research has been done in co-operation with scholars abroad and in America, much of the material never before having been accessible. Incidentally mention may be made of the index of all the names in the records of the Synod of Ulster from 1692 to 1720, with the home towns of each family there given.

HARPER & BROTHERS will bring out during the month "The Wild Olive," by the author of "The Inner Shrine," which has been received with deepest interest during its run in *Harper's Magazine*; Rex Beach's rollicking new romance, "Going Some," which deals with a house party of young people on a Western ranch; Justin Huntly McCarthy's "The O'Flynn," a tale of love and war in Ireland in 1689; "The Science of Happiness," by Dr. Henry Smith Williams, author of "A History of Science," "The Ship-Dwellers," an account of a Mediterranean voyage by Albert Bigelow Paine; and "Making Good," stories of golf and other sports by Poultney Bigelow and others, the new volume in *Harper's Athletic Series*.

ALONE among the presses of the world the Oxford University Press is able to produce a list of its publications for three centuries and a quarter. We found this interesting claim—probably well founded, and not to be confounded by Paris, Padua, Pavia or the rest—in an attractive little illustrated pamphlet account of the Oxford University Press which has reached us from Henry Frowde, setting forth briefly the history of the press, together with some account of the principal books printed there. The "Oxford Dictionary," we learn, has now been completed from A to R in fifteen half volumes. It records 289,202 words, illustrated by 1,210,839 quotations. It is calculated that the work, when completed, will have cost at least \$1,250,000.

though its price to the public will not be more than a cent per page.

ROBERT DODSLEY, who forms the subject of Ralph Straus's biography of the same name, just being published by John Lane Company, is one of the most interesting figures of literary London of the eighteenth century. From the position of footman he rose to be one of the most prominent publishers of his time, and made considerable stir as a dramatist. Like his erstwhile master, Mr. Dartineuf, he knew every one and everything. "The man who had been patronized by Defoe and Pope, the man who had first published for Johnson and Gray, the man with whom Horace Walpole and David Garrick delighted to dine, the man, too, who had fathered the Annual Register and introduced Edmund Burke to half the world, is certainly entitled to some consideration." As Edmund Gosse says of him: "He was just 'Doddy'—everybody's friend, in love with books and bookish people, a delightful serviceable personality." Mr. Straus's book will throw much new light on the literary London of the eighteenth century.

THE MACMILLAN Co. publish this week William Allen White's new work, "The Old Order Changeth," a collection of stirring essays on topics of present-day interest. Opening with a discussion of the former democracy of this country, the author considers the beginnings of the change, the cause and certain definite tendencies. "Schools," Mr. White says, "are the mainspring of democracy" and "courts the check." Startling as this assertion may seem, he backs it up with a number of arguments which would appear to be conclusive. The last chapter he has entitled "A Look Ahead." They have just issued the first six volumes of a complete uniform edition of Friedrich Nietzsche's works. The books are attractively bound in plain green cloth, and the editor of the set is Dr. Oscar Levy. The titles of the volumes now ready are: I. "Will to Power: an Attempted Transvaluation of All Values;" II. "Thoughts Out of Season, Part I.," "David Strauss," "The Confessor and the Writer," "Richard Wagner in Bayreuth;" III. "Thoughts Out of Season, Part II.," "The Use and Abuse of History," "Schopenhauer as Educator;" IV. "Human, All Too Human," "A Book of Free Spirits;" V. "The Birth of Tragedy, or Hellenism and Pessimism," and VI. "On the Future of Our Educational Institutions: Homer and Classical Philology."

ACCORDING to the *Springfield Republican*, Professor Rendel Harris, formerly lecturer in Clare College at the University of Cambridge and author of "The Dioscuri in the Christian Legends," has announced his discovery of the manuscript of a new "Psalter," hitherto known only by ancient allusion and quotation. The manuscript, which was found near the Tigris River, was in his possession about two years before his attention was directed to it, and he discovered its importance in January, 1909. At first he thought from its outward appearance that it was only a Syriac version of the Old Testament psalter. But when he began to read the manuscript

he found that this was not the case. Eighteen of the psalms were soon discovered to be Syriac versions of psalms from a Greek book called the "Psalms of Solomon," written about 50 B.C., but this left 42 of the psalms still unaccounted for. Professor Harris later ascertained that these psalms are identical with the "Odes of Solomon," a book which, though used in the early Christian church, had been completely lost from sight and was known only by quotations in other writings. Professor Harris's judgment, based on internal evidence, is that at least 95 per cent. of these psalms are the work of a single hand, and that the date of their composition is not later than 75 A.D. If this is true, they are more ancient than the Gospel of John.

WHILE it is still too soon to prophesy the success or failure of the new two shilling copyright novels, the (English) *Bookseller* gives a few notes regarding their reception by the trade. Some at least of the Scottish booksellers are certainly not very enthusiastic in their welcome of the new experiment, although, in some cases, large orders for the first issues have been given, as a great demand at the first was generally expected. In the north of England very much the same feeling is prevalent. Some are actively hostile, others merely indifferent. Some well-known members of the trade look very much askance on this attempt to supersede the six shilling volume; others, equally shrewd, profess themselves not very much alarmed, as they feel fairly certain that the experiment is not likely to succeed permanently. Still, though the influence of the bookseller is necessarily a very important factor, the controlling influence is, after all, that of the general reading public. If they really prefer to buy these books at two shillings rather than to borrow them, or to buy them in small quantities, the public, of course, will have their way; but how the matter will eventually be settled it is not easy at present to prophesy. The experiment, at least, is, as the *Bookseller* says, bold and courageous; sometimes boldness and courage win, sometimes they do not.

SCRIBNER's publish this month the following: "Our Garden Flowers," a popular study of their native lands, their life histories, and their structural affiliations, by Harriet L. Keeler, author of "Our Native Trees" and "Our Northern Shrubs," with 96 full-page illustrations from photographs and 186 illustrations from drawings; "The Silent Call," by Edwin Milton Royle, author of "The Squaw-Man," a novel of the West, romantic, stirring, and filled with the color and characters of the country, the story in fact of the Squaw Man's son, and what happens when he goes back to his own country; "A History of Ethics Within Organized Christianity," by Thomas Cuming Hall, D.D., professor of Christian Ethics in Union Theological Seminary; and "Mr. Dooley Says," by Finley Peter Dunne, the latest wit and wisdom of Mr. Dooley, including his opinions on Divorce, Glory, Woman Suffrage, The Bachelor Tax, Panics, Drugs, Work, Ocean Travel, etc. Also, among others, the following im-

portations: "The Passions of the French Romantics," by Francis Gribble, author of "George Sand and Her Lovers," an account of the love stories in the lives of the noted men and women who created the French romantic movement, including St. Pierre, Lamartine, Alfred de Vigny, Alfred de Musset, George Sand, Victor Hugo, Sainte-Beuve, Alexandre Dumas, Prosper Mérimée and others; "Ideals and Principles of Church Reform," by Rev. J. C. Barry, which treats of the meaning of Christian efficiency, what the church has to do, and the conditions of successfully doing it; "A New Shakespearean Dictionary," by Richard John Cunliffe, a book embodying the results of a fresh and systematic examination of the language of the Shakespeare Canon, and aims at presenting and defining concisely the constituents of that language in so far as they have passed from our modern speech; "The Navy of Venice," by Alethea Weil, author of "The Romance of the House of Savoy;" and "Aquatint Engraving," a chapter in the history of book illustration, by S. T. Prideaux, containing chapters on "The Aquatint Process, The Rise of Water-Color Painting and the Topographical Draughtsman, Rudolph Ackermann and His Associates, English Topography, Caricature and Costume, etc.

PICK-UPS.

IN the course of a toast at the recent annual banquet in London of the International Association of Antiquarian Booksellers Henry N. Stevens cleverly presented, as follows, the merits of a new binding material:

"I am sure we have all been interested in that specimen of human leather which Mr. Davenport has so kindly exhibited here tonight. The idea of human leather is, of course, not new, and you don't catch Master Shakespeare napping twice in one evening, for the in the Second Part of 'Henry vi.' he makes Sir George Bevis say: 'He shall have the skins of our enemies to make dog's leather of;' but the application of the leather to bookbinding purposes does not seem to have occurred to him. But first get your leather. It is, indeed, a strange coincidence that Mr. Davenport should have mentioned the matter this evening, for only a few days ago I received a circular, which no doubt most of you have also received, but, for the benefit of those who have not seen it, I will read it to you.

"*Private and confidential* (that's why I read it!). Mr. Q. Tickle, of Hide Street, Skinnerton, Skinflintshire, begs to announce that, after many years' experimenting, he has at last perfected his process for dressing human skins as bookbinding leather, in all colors and grains, and solicits a trial order.

"N. B.—Executors liberally dealt with. (Laughter.) Skins of distinguished authors a specialité, and any skin reproduced in facsimile, defying detection. Booksellers' own materials carefully prepared to order in any style. The utmost secrecy guaranteed. Send for price list and samples."

"I sent for samples, and here they are: 'Extra superfine maiden calf, very limited supply. (Laughter.) Finest hard-grained mother-in-law, supply unlimited at present. (Much laughter.) Superior Aunt Kate russia or morocco, very large skins only; fair supply. Extra superfine gros-grained, grizzly grandfather morocco, specially recommended for durability.' (Laughter.)

"Now, just imagine the possibilities arising from this matter. Fancy the lasting delight a long-haired, melancholy, morbid poet would take in a copy of his own poems bound in the skin of his lost mistress. You can almost imagine him soliloquizing thus [*looking at book in his hand*]: 'And this was Margaret's skin! Alas poor Meg! [*kisses the skin*]. I knew her well, Horatio—a lady of most exquisite fancy. We ne'er shall look upon the like of her skin again.'

"Now, if I mistake not, the reference in Mr. Q. Tickle's circular to the skins of distinguished authors, and facsimiles defying detection, portends the boom in our profession for which we have so long been waiting. I venture to say if we only got hold of the skin of a really famous or popular author, we could work him for all he was worth, and our fortunes would soon be made. (Laughter.) Fancy, if we were able to catalogue something like this:

"The Ballad of Salisbury Jug. Unique copy. Guaranteed bound in the actual skin of the author."

"Mark it any price you like, and I venture to say you would sell more unique copies to America than there were original Corot pictures imported into the United States last year, which I see, from the Custom House returns, exceeded 3000—all, of course, genuine."—*The Clique*.

BUSINESS NOTES.

NEW YORK CITY.—Wessels & Bissell Co., publishers, have moved from 156 Fifth Avenue to 225 Fifth Avenue.

AUCTION SALES.

MAY 17, 2:30 P.M.—Literature relating to the fine arts collected by the late Francis Lathrop, New York City. (302 lots.)—*Anderson*.

MAY 17, 18, each day 10 A.M., 2 P.M.—Private library of the late George C. Chandler, of Montpelier, Vt., together with other small consignments, including Indian history, genealogies, bibliography, Civil War literature, etc. (1576 lots.)—*Libbie*.

MAY 19, 3 P.M.—Autograph letters and manuscripts: Gen. Grant, Lawrence, Greene, Poe, Fitzgerald, Lang, Napoleon, and other American and foreign distinguished men. (298 lots.)—*Anderson*.

MAY 24, 25, 3 P.M. each day.—Scarce and interesting books, autographs, New York views, etc., including large paper copies of works by John Fiske and other rare and desirable items. (821 lots.)—*Merwin-Clayton*.

Books Wanted

Under this head booktrade subscribers, under their own names, are given five nonpareil lines (exclusive of address) free advertisement for books, out of print in any issue except special numbers, but not exceeding 100 lines a year. If over five lines are sent the excess is at 10 cents a line. Books not out of print, repeated matter, and all advertisements from non-subscribers, cost 10 cents a line. Objectionable books are excluded so far as they are noticed.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm-name. The appearance of advertisements in this column, or elsewhere in the WEEKLY, does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withdrawing their use from irresponsible advertisers, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

W. Abbott, 141 E. 25th St., N. Y.

Magazine of Am. History, May, 1892.
King of the Golden River, Ruskin.

Adair Book Store, 43 E. Van Buren St., Chicago, Ill.

Our War Songs, North and South, Brainard. 1885.
Taylor's Diegesis.
Indian Fights and Fighters. 1904.
Tom Sawyer, Mark Twain. 1st ed.
Huckleberry Finn, Mark Twain, 1st ed.

Alison's Old Book Shoppe, 805 Poydras St., New Orleans, La. [Cash.]

Two Clerks, by Mrs. M. A. Townsend of Louisiana. N. Y., 1851.
Trial of Jesus, Mayor Gaynor, et al.
The Two Clerks, by Mrs. Mary Ashley Townsend of Louisiana. New York, 1851.
Books relating to United States Expositions.

Arthur M. Allen, 454 Fulton St., Troy, N. Y.

Hughes, American Miller and Millwright's Assistant. Baird.
Lippincott's New Gazetteer.
Four Track News, vol. 1.

T. C. Allen & Co., Halifax, N. S. [Cash.]

Nani-ko, Translation of a Japanese Story.

Amer. Mag. Exch., 3518 Franklin Ave., St. Louis, Mo.

McClure's Magazine prior to 1896, nos. or bound.
Cosmopolitan, Nov., Oct., '88., or vol. containing those numbers.

Americus Book Co., Americus, Ga.

South Carolina in the Revolution, W. G. Simms.
Review of Causes and Consequences of Mexican War, Jay.
Life of George M. Troup.

Ammon & Mackel, Successors to Leggat Bros., 81 Chambers St., N. Y.

Curtin's Creation Myths.

Jos. Baer & Co., 6 Hochstr., Frankfurt a-M., Germany.

American Journal of Philosophy, vols. 1, 2.
Bancroft, History of the Pacific States, vols. 9 and 11 to end.

Bankers' Magazine, a set up to 1907.

Bulletin of Legislation, a set.

Reports of American Bar Association, a set.

Wm M. Bains, 1213 Market St., Phila., Pa.

Kent's Great Barrier Reef of Australia.
Blavatsky's Secret Doctrine.
Blavatsky's Isis Unveiled.
Kitton's Dickens by Pen and Pencil, 4 vols.

Wm. Ballantyne & Sons, 423 7th St., N. W., Washington, D. C.

Vol. 2 of Davis's Memoirs of Aaron Burr. Harper.
Popular Mechanics, Feb., 1905.
International Railway Journal, Feb., 1904.
Journal of Accountancy, March, 1906.

N. J. Bartlett & Co., 28 Cornhill, Boston.

Nicholson's London Types, or any title.
Hist. of Shoreham, Vt.

Matthew Bender & Co., Albany, N. Y.

Old Fashioned Mother Goose Melodies, complete with magic colored pictures. Carleton, 1879.

G. W. F. Blanchfield, 43 Elm St., Hartford, Conn. [Cash.]

Woodworth's Historical Series, nos. 1, 2.
Trumbull, G., Name and Portraits of Game Birds.
Early Connecticut Election Sermons.
History of Fairfield County, Conn.

Bloch Publishing Co., 40 E. 14th St., N. Y. [Cash.]

Cheyne-Black, Encyclop. Biblica.
Wolf, Other Things Equal.
Rodkinson, Talmud, in English.
Zirndorf, Some Jewish Women.
Books of Jewish Interest.

Bobbs-Merrill Bookstore, W. K. Stewart Co., Indianapolis, Ind.

Thomas E. Vassar, Uncle John Vassar, or the Fight for Faith.

John Guy Vassar, Twenty Years Around the World.
B. J. Lossing, Vassar College and Its Founders.
Fleming, Actress Daughter.

J. Good, The How of Village Improvement, cloth binding.

Bonnell, Silver & Co., 48 W. 22d St., N. Y.

Century Dictionary of Names.

Book Collectors Club, 406 Bailey Bldg., Seattle, Wash.

500 Oregon items before 1850 wanted. Send list.
Vancouver's Voyages, 6 sets, 4to and 8vo eds.
Asplund's Baptist Register, 1794.
Sacred Philosophy of the Seasons, 4 vols.
Atlas, La Perouse, French ed. 1797.
Bibliography.

J. W. Bouton, 10 W. 28th St., N. Y.

Book of Sacred Music.
Vol. 3 of Euripides, Way.
Huc's China, Tartary and Thibet, 5 vols.
Vol. 1 of Burton's Arabian Nights, original ed.
Gardiner's England, 18 vols. 1883.
Cooper's Novels, 32 vols. Townsend.
Kipling's Works, Outward Bound ed.

C. L. Bowman & Co., 225 Fifth Ave., N. Y.

Natural History of Creation, by Haeckel.
Mental Evolution in the Animal World, by Romanes.

J. Bradsbury, Tracy, Mo.

Six Months in Ascension, Mrs. Gill.
Adventures Among the Dyaks, Boyle.
The Great Pestilence in Virginia, Forrest.

Brentano's, 5th Ave and 27th St., N. Y.

Denon's Travels in Egypt.
Pract. Housekeeping. Buckeye Pub. Co.
Sacristan's Household, Mrs. Trollope.
Laughter of the Sphinx.
Judaism vs. Christianity, by Wise.
Beckford's Italy, Spain and Portugal.
Soul of a Priest.
Belcher's Hist. Sketches of Hymns.
Barlow's Irish Idyls.
Barlow's Creel of Stories.
Snowden's Hist. of Washington.
Glean, from Old Gard. of Lit.
Knight's Landscape.
Scott's Ornamental Plantations.
Apollonius of Tyanna.
Bierce's Midst of Life.
Bierce's Cynic's Word Book.
The Britons, Somerville Ser.
Englishman in Paris.
Shaw's Sanity of Art.
Sor of a Tory.
Scollard's Sunny Shores.
Conrad's Outcast of Islands.
King with Two Faces.
Lyon's Study of Sects.
White's Sketches of Life of W. Miller. 1875.
Armitage's Hist. of the Baptists. 1887.
Loughborough's Seventh Day Adventists. 1892.
Newman's Hist. of Baptist Church. 1895.
Leonard's Wrestling.
Kent's House Opposite.
Ever Victorious Army.
Claude's Comp. of Sermons.
Early Flemish Artists.
Eng. Bible. 1660, Fields & Hill. London.
Powell and V., Corpus Poet. Boreale, 1575.
Caplin's Corsets and Clothing.

BOOKS WANTED.—Continued.

Brentano's, N. Y.—Continued.

Ward's Dress Figure Training.
 Kingford's Health, Beauty, etc.
 Wm. Barnes's Poems.
 Macdonald's Double Story.
 Mem. of London Doll.
 Doll and Her Friends.
 Behn's Plays Hist. Novels.
 Rogers's Geology of the Virginias.
 Mackenzie's Paul Jones.
 Leighton's Moral Emblems.
 Theodolph the Icclander.
 Burt's Browning's Women.
 Dunlap's American Stage.
 Logan, Last of the Race of Shikkellemus, by Doddridge.
 Votes on the Settlement and Indian Wars of Virginia, 1763 to 1783, by Doddridge.

Brentano's, 1228 F St., N. W., Washington, D. C.
 Morgan's Tables of Consanguinity and Affinity.
 Vicar of Wakefield, illus. by Thomson. Macmillan.
 Hyde's Genealogy, 2 vols.
 Hayden's Va. Genealogies.
 Winters's Bootless Baby.

Albert Britnell, Toronto, Canada. [Cash.]

Traubel, In Re Whitman.

F. A. Brockhaus, Leipzig, Germany.

American Journal of Philology, 1906, '07, '08.
 Bulletin of the Museum of Compar. Zoology, 1906, '07, '08.
 Johns Hopkins University Circular, 1906, '07, '08.
 The American Journal of Science, New Haven, 1906, '07, '08.
 American Geological Magazine, 1906, '07, '08.
 Annual Report of the U. S. Geol. Survey, 1906, '07, '08.
 Canadian Entomologist, 1906, '07, '08.
 New York Journal of Entomological Society, 1906, '07, '08.
 American Naturalist, 1906, '07, '08.
 Entomological News, 1906, '07, '08.
 Proceedings of the Entomological Society of Washington, 1906, '07, '08.
 Psyche, Cambridge, 1906, '07, '08.
 Transactions of Entomological Society, Philadelphia, 1906, '07, '08, pts. 1-2.
 American Journal of Dermatology, 1906, '07, '08.
 The Journal of Experimental Medicine, vols. 7, 8, 9, 1906-'08.
 Pharmaceutical Review, vols. 24, 25, 26, 1906-'08.
 Journal of London Chemical Society, vols. 6, 7.
 Philosophical Magazine, 5th Series, vols. 40 to 50.
 Journal of Morphology, years 1902 to '09.

Brown, Thomson & Co., Hartford, Conn.

Mr. Isolate of Lonelyville, C. C. Converse.

Bryant & Douglas Book and Stationery Co., 922 Grand Ave., Kansas City, Mo.

T. H. B. Steinhouse.

F. Norris, Blix.

W. A. Butterfield, 59 Bromfield St., Boston, Mass.

Is It Shakespeare? Dutton.
 Hall's Poems, ed. by Grosart.
 Rackham's Alice in Wonderland. Doubleday.
 Palfrey, New England, Svo.
 Ripley's Races of Europe. Appleton.
 Smith's With Grant from Chattanooga to Petersburg.
 Bearne's Pictures of the Old French Court. Dutton.

J. W. Cadby, 50 Grand St., Albany, N. Y.

Educational Review, May, 1892. At \$1.
 Magazine of Poetry, vol. 6, no. 2.
 Bancroft's Works, vol. 26, cl.
 Southern Literary Messenger, Dec., 1835; Dec., '36; Jan., Feb., March, '62. At \$1 each.

Callaghan & Co., Chicago, Ill.

Washburn's Easements, 1 vol. 1885.
 Jones's Easements, 1 vol. 1898.
 Hale's De Jure Maris.

W. A. Callanan, 346 Broadway, N. Y. [Cash.]

Life Insurance Reports, all States; also books or pamphlets on life insurance. Write for list.

Callender, McAuslan & Troup Co., Providence, R. I.
 Robert Morris's Travels in the Holy Land (or similar title).

Campion & Co., 1316 Walnut St., Phila., Pa.

Trollope, Gebbie ed., sets or odd vols.
 Casanova, 12 vols., sets or odd vols.
 Cuyler's Twenty-two Talks on Everyday Religion.
 Dickens, 1st eds.
 Herodotus, 4 vols. Appleton.
 What is Man?
 King Stork of Netherlands, by Lee.
 Key to the Holy House, by Lee.

Carnegie Public Library, East Liverpool, O. [Cash.]

Dalzell's Private Life of John Gray.

C. N. Caspar Co., 431 E. Water St., Milwaukee, Wis.

Featherman, Social Hist. of Mankind, 5 vols.
 Lea, Notes on Wisconsin Territory. 1838.

W. L. Chambers, 1226 11th St., Santa Monica, Cal.

Audubon and Bachman, The Viviparous Quadrupeds of N. A., vols. 1 and 2, 1846-'51, either with or without plates or either vol.

The A. H. Clark Co, Caxton Bldg., Cleveland, O.

Armstrong, Sauks and Black Hawk War.
 Bateman and Selby, Hist. Encyclopædia of Ill.
 Lusk, Politics and Politicians, a History of Ill.
 Matson, Pioneers of Illinois.
 Meese, Beginnings of Illinois.
 Siebert, The Underground Railroad.
 Wallace, Illinois and La. Under French Rule.
 Woodruff, Fifty Years Ago, History of Northern Ill.

W. B. Clarke Co., 26 Tremont St., Boston, Mass.

The Panama Canal and Its Makers.
 Owen Jones's Chinese Ornament.
 Princess Puck.
 Drummond's Address. Pub. in 1892 by Henry Altemus.

Clarke & Co., Vicksburg, Miss.

The Shipwreckers' Own Book, by Geo. W. Rogers.
 Library of Steamship Engineering, by Fehrenbach.
 Judea Capta, by Mrs. Townar.
 Man of Destiny, Story of the Life of Andrew Jackson.

Please quote prices and conditions.

Colesworthy's Book Store, 66 Cornhill, Boston, Mass.

Principles of Prophetic Interpretation, Jukes.
 Century Dictionary, 10 vols., hf. mor. 1906.
 Navigation Simplified, Comer.
 The Ship History, W. Clark Russell.

Columbia University Book Store, 117th St. and Broadway, N. Y.

Fielding, Tom Jones.
 Kant, Pure Reason.
 Kant, Practical Reason.
 Blackstone, Commentaries, ed. Hammond.
 Pomeroy, Code Remedies.

R. W. Crothers, 246 4th Ave., N. Y. [Cash.]

Le Fanu's Green Tea, in English.
 Cram's Black Spirits and White.

Dawson's Book Shop, 518 So. Hill St., Los Angeles, Cal.

Harris, Thos. L., Lyric of the Golden Age.
 Hittell's History of California.
 Whitman, Walt., Leaves of Grass, 1855 ed.
 Arius the Libyan.
 California, Arizona and Southwestern books wanted.

Charles T. Dearing, Louisville, Ky.

Calvinism, by Girardeaux.
 Evangelical Arminianism, by Girardeaux.

A. W. Dellquest Book Co., 215 7th St., Augusta, Ga. [Cash.]

Two Summer Girls and I.
 Three Per Cent. a Month.
 Low Country Negro Dialect, by Rev. Williams.
 One Little Rebel, by J. B. Smith.
 Majors and Minors, by Paul L. Dunbar.
 Studies in John, by Rev. David Gregg.
 Pickett's History of Alabama.
 Anything on Wells and Well Sinking.
 Clark, On Contracts.
 Any of W. Gilmore Simms's Novels, cheap.
 Book of Southern Poems, by Emily Mason.

Dewitt & Snelling, 9 Telegraph Ave., Oakland, Cal.

Cyclopedia of Classified Dates. Pub. by Funk & Wagnalls.

BOOKS WANTED.—Continued.

DeWitt & Snelling.—Continued.

Independent, Sept. 30, 1909.

Cassier's, May, 1909.

American Naturalist, vol. 13, no. 1; vol. 15, no. 6; vol. 16, no. 8; vol. 18, nos. 7 and 12.

DeWolfe & Fiske Co., 20 Franklin St., Boston, Mass.

One Branch of the Warren Family, by Leavitt.
Peace Conference at the Hague, by Holls,
Margaret, by Lyndon.
A Broken Shaft.

F. J. Dimler, 241 Washington St., Brooklyn, N. Y.
Am. Journal of Science, 1st Series, vols. 15, 50;
3d Series, vols. 1-50.

Dixie Book Shop, 41 Liberty St., N. Y.
[Cash.]

Frost Family Genealogies.

Commercial and Financial Chronicle, vols. 1 to 12.
Life Insurance items, except Reports.
Vol. 2 of *Memoirs Talleyrand*, by Duc. de Broglie.

G. Dunn & Co., 403 St. Peter St., St. Paul, Minn.

Vathek, by Beckford.

The Bound Boy, Leslie & Co., Boston, Pub.

Etude, Jan., April, 1904.

Little Folks, March, Nov., 1909.

International Studio, Nov., 1908.

E. F. Dutton & Co., 31 W. 23d St., N. Y.

Women of All Ages. Pub. by Barrie.

Why We Punctuate.

Mark Twain's Philosophy. Privately printed.

Lions Caricatured. M. Shepard Co.

Eaton & Mains, 21 Adams Ave., E., Detroit, Mich.

Walks and Homes of Jesus.

The Last Witness, by O. C. Baker.

A. E. Eddy, 100 Gallup St., Providence, R. I.

Oldport Days, by T. W. Higginson, illus.

Mary, Queen of Scots, by Geo. Wm. Reynolds.

Jeannette, a Poem.

Prairie Breezes.

W. C. Edwards, Sibley Block, Rochester, N. Y.

Elson, Shakespeare in Music. Page.

Lambert, Notes on Ingersoll.

Kipling, The Vampire.

Moulton, Modern Readers' Bible, 1st printing, cl.

Trollope, Barsetshire Chronicles, 1st ed.

The Eichelberger Book Co., 308 N. Charles St., Baltimore, Md.

Schmidt, Ego and His Own.

Geo. Engelke, 855 N. Clark St., Chicago, Ill.

[Cash.]

Pantheism, by C. Amrye, or any other works same author.

King, The Country Doctor.

E. L. Fay Co., Columbus, O. [Cash.]

Drummond, Stones Rolled Away, first-class condition.

B. W. Fisher & Co., 214 S. 15th St., Phila., Pa.

Subject and Neighborlands of Venice, by Freeman.
Exotics, trans. by J. F. Clark and Daughter. Macmillan.

The Way of West, by E. Hough.

Schoolcraft's Indian Tribes, vols. 5 and 6. 1857.

Mystery of Golf, Riverside ed.

W. F. Foote Co., University Block, Syracuse, N. Y.

Fontana's Italian Grammar.

Set of Natural History. Univ. Pub. Co.

Franklin Bookshop, (S. N. Rhoads,) 920 Walnut St., Phila., Pa.,

Audubon's Birds, odd vols. or plates of the octavo editions.

Nuttall's Sylva, odd parts or vols.

Plate of The Chippewa Chief, from Lewis's Aboriginal Portfolio. Phila., 1836-8.

McKenney and Hall's Indians, folio, vol. 2.

N. J. Archives, vols. 11, 13, 14, 16, 22, 25, 27.

E. French, 324 W. Monroe St., Springfield, Ill.

Francis Lieber's Miscellaneous Writings, 2 vols.
Pub. by Lippincott.

Funk & Wagnalls Co., 23d St. and 4th Ave., N. Y.
The National Gallery, by Sir Edward J. Pointer,
3 vols., containing reproductions of all the pictures in the National and Tait Galleries.

W. R. Funk, Agt., Dayton, O.

Sacred Mountains, Characters and Scenes of the Holy Land, by J. T. Headley.

W. F. Gable & Co., Altoona, Pa.

Green Carnation, by Hichens. D. Appleton & Co.

J. K. Gill Co., Portland, Ore.

Walton's National Memory System. Pub. in Spokane, Wash.

L. D. Gillespie, 665 N. High St., Columbus, O.

Snyder, Building Details, any vols.

Morton, Mill Construction. Bates & Guild.

Magnus, Physiology Metabolism. Keener.

Report R.R. Test Commission La. Purchase Expos. N. Y.

Brainerd, Edwin French. DeVinne.

Wright, Chats on Book Plates.

Eastwood, H. B., Trees of California.

Emerson, Report on Trees and Shrubs of Mass. Little, B.

Goodpasture Book Co., 511 Church St., Nashville, Tenn.

Great Impeachment and Trial of Andrew Johnson. Life and Speeches of Johnson.

Goodspeed's Book Shop, 5a Park St., Boston, Mass.

Godkin, G. F., Life of Victor Emmanuel.

Stockton, Rudder Grange, illus. by Frost.

Brooks, Quaint and Curious Advertisements.

Frost, Ten Years in Oregon.

Sweet Genealogy.

Darley-Cooper, Jack Tier, Headsman, Miles Wallingford.

Goupil & Co. (of Paris), 170 5th Ave., N. Y.

Catalogues of new and second-hand books on Architecture.

George Gregory, 5 Argyle St., Bath, Eng.

Converse, F., House of Prayer.

Greely's Handbook of Arctic Discovery.

Bovee, C. M., Thoughts, Feelings and Fancies.

Hackney & Moale Co., Asheville, N. C.

Any Leila books by Tytler.

Mrs. C. R. Hardless, 1 Ripon St., Calcutta, India.

[Cash.]

Literary World, Boston and N. Y.

Journal of American History, N. Y.

What is in the Magazines, vols. 1 and 2. Chicago.

Our Mascot, *The Texas Magazine*, San Antonio, all published.

Maryland Monthly Magazine, from vol. 1.

Vagabond or Vagabondia Magazine, any vols.

The Old Curiosity Shop, by W. M. Clemens, vols. 1 to 9, or all published.

The Collector, Illustrated Magazine, Riverside, Cal. *Indoors and Out*, Boston, vols. 1 to 5; no. 3, Dec., 1907.

Watson's Magazine. Particulars.

Ridgway's Magazine.

Southern Woman's Home Journal or Magazine.

Books Privately Printed and Illustrated.

Magazine of Fine Arts, vols. 1 and 2; no. 10, Aug., 1907.

Ohio Magazine, Columbus, Kan., vols. 1 to 4; no. 5, May, 1908.

The Harrison Co., Inc., Atlanta, Ga.

Set of Northeastern Reporter.

Set of New York Supplement.

F. B. Hartranft, 49 Pearl St., Hartford, Conn.

Works by Julia Pardoe, M. W. Freer, English eds. Genealogies: Bliss, 1881; Burnham, 1860.

Violet-le-Duc, Habitations of Man in All Ages.

Upham, Salem Witchcraft.

Trumbull, Indian Names of Places in Conn.

Dodsworth, History of Banking, 4 vols. 1896.

Stuart, Life of Nathan Hale, 2d ed.

Kirke's Physiology, recent ed.

Books by Stonehenge and Ildstone on the Dog.

Scaife, W. B., Florentine Life. Belt, 1893.

Woodward's Records of Salem Witchcraft.

1st eds. of Aldrich, Bret Harte, W. C. Prime,

Longfellow, Whittier. Must be in good condition.

Publications of the Prince Society.

Connecticut Reports, vols. 40 and 50.

Day's Conn. Report, vol. 5. Hartford, 1823.

BOOKS WANTED.—Continued.

Harvard Co-operative Society, Cambridge, Mass.
 Anderson, Volcanic Studies in Maryland.
 Alexander Hamilton, Works.
 Daniel Webster, Works, 6 vols. L., B. & Co.

Lucius R. Hazen, Middletown, Conn.
 Quatre Bros, Ligny and Waterloo, by Dusey Gard-
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William Helburn, 10 E. 16th St., N. Y.
 Bond, English Cathedrals, illus.
 Viollet-le-Duc, Rational Building. Macmillan Co.

Walter M. Hill, 831 Marshall Field Bldg.,
 Chicago, Ill.
 Mythological Japan, by Otto and Holbrook.
 Pearl, rendered into English verse by S. Weir
 Mitchell.

Hirschfeld Bros., Lim., 13 Furnival St., Holborn,
 London, E. C., Eng.
 Transactions of the American Orthopedic Assoc.,
 vols. 4 and 5.

Paul B. Heeber, 69 E. 59th St., N. Y.
 Gardner, Syrup of Hydratic Acid, 5th ed. or earlier.
 Our Judicial Oligarchy. Pub. about 75 years ago.

Howard Memorial Library, New Orleans, La.
 Works by H. M. Brackenridge.
 History of the Western Insurrection. Pittsburgh,
 1859.
 Recollections of Persons and Places in the West.
 Phila., 1868.
 Pamphleteer, vol. 13, 1818.

The Hub Magazine Co., 110 Tremont St., Boston.
Cosmopolitan, March, 1886; Nov., Dec., '88
Review of Reviews, Aug., 1891.
St. Nicholas, Nov., Dec., 1873.
Technical World, March, April, 1904.
World's Work, Jan., Nov., 1901.

George P. Humphrey, Rochester, N. Y. [Cash.]
 Crawley, The Mystic Rose.
 Royal Truths, Henry Ward Beecher.
 Ragnarok, Donnelly.

Paul Hunter, Nashville, Tenn. [Cash.]
 History of Rowan Co., North Carolina.
 McMaster's U. S. History, vols. 6 and 7, cl.
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 H. R. Hunting Co., Besse Pl., Springfield, Mass.
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 Dyer, Folk-Lore of Plants.
 Sam'l Brohl & Co.
 Cross, Three Miss Kings.
 Part 11 of Battles and Leaders of the Civil War.
 Vol. 6 of Lord's Beacon Lights of Hist., dark
 blue cl.

A. J. Huston, Rockland, Me.
 Explorations in the Interior of Labrador Peninsula,
 H. Y. Hurd, 2 vols., London, 1863.
 Notes of a Twenty-Five Years' Service in the
 Hudson Bay Territories, John McLean. 1849.
 After Icebergs with a Painter, L. I. Noble. New
 York, 1861.
 Kennebunkport, Me., History of, by Charles Brad-
 bury. 1837.
 The Kames of Maine, by Geo. H. Stone.
 Mooshead Lake, by L. Hubbard.

Huston-Tuttle Book Co., Rockland, Me.
 Vol. 1 of Williamson's History of Maine.

Illinois Book Exchange, 407 Lakeside Building,
 Chicago, Ill.

Priest's Antiquities.
 Science and Health, by Eddy, vol. 1, 10th ed.

G. A. Jackson, 8 Pemberton Square, Boston, Mass.
 Among the Northern Hills, W. P. Prime. Pub. by
 Harper.
 Along N. E. Roads, W. P. Prime. Pub. by Harper.

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 Actuarial Theory, Robertson and Ross.
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 Bole's Finite Differences.

Geo. W. Jacobs & Co., 1216 Walnut St., Phila., Pa.
 Way of Sorrow, Baring-Gould.
 Hymn Studies, by Nutter.
 Margaret, by Judd. Pub. by L., B. & Co.

U. P. James, 127 W. 7th St., Cincinnati, O.
 Coues's ed. of Lewis and Clark's Travels, 4 vols.,
 small paper.
 Grimm, Teutonic Mythology.
 William R. Jenkins Co., 851 6th Ave., N. Y.
 Fenner's Formulary, latest ed.
 Jennings & Graham, 57 Washington St., Chicago.
 Swayne's Our Lord's Knowledge of Man.

E. W. Johnson, 121 E. 23d St., N. Y.
 Old Merchants N. Y., vols. 4 and 5, old ed.
 John Jasper's Secret, Wilkie Collins.
 Sewell, Readings for Lent, several copies.
 Sibly's Astrology, 2 vols.
 Books on astrology.

Johnson's Book Store, 391 Main St., Springfield,
 Mass.
 Ridpath's History of the World, latest ed.
 Richardson's English Dictionary.

The Edward P. Judd Co., New Haven, Conn.
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 Bob Crandall's Log.
 U. S. Speaker, John E. Lovell. Durrie & Peck,
 1839.

The Kendrick-Bellamy Stationery Co., Denver,
 Colo.
 The Partition of Power Between the Federal and
 State Government, an Essay, by Richard M. Vena-
 ble, read at meeting of American Bar Association,
 1885.

The Theory of Our National Existence. Hurd, Bos-
 ton, 1881.
 Federal Restraint on State Action, by C. S. Pat-
 erson.

Keystone Bookstore, 563 W. 145th St., N. Y.
 [Cash.]
 John Harvey(?).
 Book Prices Current, 1908.

Kimball Bros., 618 Broadway, Albany, N. Y.
 Brown's Grammar of Grammars.
 Apples of New York, vol. 1.
 Official Proceedings of Democratic Nat'l Convention
 for 1872, '80.
 Official Proceedings Republican Nat'l Con., 1892.

King's Book Store, 1716 Market St., San Fran-
 cisco, Cal.
 Manufacture of Paste, Macaroni, Noodles.
 Riebold's History of Scottish Rite Freemasonry.
 California.

Kleinteich's Book Store, 1245 Fulton St.,
 Brooklyn, N. Y. [Cash.]
 Tranquility of the Mind, by Seneca, Knick. Nuggets.
 Dracula, Bram Stoker.

The Korner & Wood Co., 737 Euclid Ave.,
 Cleveland, O.
 Henderson, John Percyfield, green cl., gilt top.
 Houghton Mifflin Co.
 Gordon, Racing Rhymes. Russell.
 3-6-5 Cook Book, 3 copies. Helman-Taylor Co.

Henry W. Lanier, 133 E. 16th St., N. Y.
 Colonial Furniture, by Lyon.
 Old Clocks, by Britten.
 Primitive Art in Egypt, by Capart.

Latin-America Book Co., 203 Front St., N. Y.
 Taylor, Civil Code of Mexican Federal Court.
 Early histories of Ohio and Kentucky.
 Drake's Indian Wars, cheap.
 Memoirs of Gen. John Stark.
 James, English Nat'l History.
 Early Acts and Journals of N. Carolina and Tenn.
 Legislatures. Please quote any.
 Rhoda Broughton, Nancy.
 Binion, Mizriam, Ancient Egypt.

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Charles E. Lauriat Co., 385 Washington St., Boston.
 Life of Kate Greenaway, Spielman and Layard.
 Putnam.
 Equatorial Africa, Du Chaillu, early ed. Harper.
 Lemeke & Buechner, 30 W. 27th St., N. Y.
American Journal of Physiology, vols. 1 to 19.
C. F. Liebeck, 442 E. 67th St., Chicago, Ill.
 Irving, W., *The Rocky Mountains*, etc., vol. 1.
 1837.
 2d Reunion of Army of Cumberland.
 Davidson and Stuve, *History of Illinois*.
 Military Hist. Soc. of Mass. Papers, any vols.
 Reynolds's *History of Illinois*.
Little, Brown & Co., 34 Beacon St., Boston.
 Taylor, *Individual and State*.
 2 sets of U. S. Court of Claims Reports.
 Balch, Report of Case of S. S. Meteor.
Forum, Jan., 1889.
North Am. Review, vol. 103.
Frederick Loesser & Co., Brooklyn, W. Y.
 Benton.
 Rosalie.
 How to Look Well.
W. H. Lowdermilk & Co., Washington, D. C.
 Noble, *Russian Revolt*.
 Perry, *Historical Collections Relating to P. E.*
Church in Virginia.
 Hamilton, Alexander, *Works*, ed. by J. C. Hamilton,
 vol. 4 or set.
 Stokes, *Aquatic Microscopy for Beginners*.
 Lee, R. H., *Observations Leading to a Fair Examination*
of the System of Government in Letters from
the Federal Farmer, 1787.
 —Additional letters from the *Federal Farmer*,
 1788.
 Palladius, *Indians and Whites in the Northwest*.
 Child, *Aspirations of the World*.
Lowman & Hanford S. and P. Co., 616 1st Ave.,
Seattle, Wash.
 Harding, *Parks and Forests*.
A. C. McClurg & Co., 215 Wabash Ave., Chicago, Ill.
 Aldrich, large paper, 9 vols., 2 sets.
 Burroughs, *Autograph ed.*, 11 or 13 vols.
 Thoreau, *Manuscript ed.*, 20 vols.
Wm. McDevitt, 1260 Golden Gate Ave., San
Francisco, Cal.
 Life of W. Wilberforce, vol. 2 only, ¾ leath. Phila.,
 1841.
 Martin Eden and Iron Heel, 1st or 2d eds.
 De Profundis, O. Wilde, any, cheap.
 Light Beaver Series, Moses Harman.
 Conquest of Bread, Kropotkin.
McDevitt-Wilson, 30 Church St., N. Y.
 Cavalry Outpost Duties, by F. deBrach.
 Germany in the Middle Ages, by Henderson.
 Athenæ Oxonienses, by Anthony A. Woods, orig. ed.
 1691-'92.
 Brewer's World's Best Orations.
 The Social Lion, by M. H. Potter. Donahue.
 Garibaldi's Autobiography, tr. by Dwight.
Joseph McDonough Co., 98 State St.,
Albany, N. Y.
 Conn. Men in Revolution, etc. Hartford, 1889.
 Campbell's Annals of Tryon Co.
 Pierce and Hurd, *History Tioga, Chemung Counties,*
etc.
 Simms's Frontiersmen of N. Y., 2 vols.
 Talcott, N. Y. and N. E. Families.
McGraw-Hill Book Co., 239 W. 39th St., N. Y.
 Wood, R. W., *Physical Optics*. Macmillan. Must
 be in good condition.
John Jos. McVey, 1229 Arch St., Phila., Pa.
 Pusey, *The Rule of Faith*.
 Pusey, *What is of Faith as to Everlasting Punish-*
ment.
 Power, *Steam Engine Indicator*. Van Nostriand.
Isaac Mendoza, 17 Ann St., N. Y. [Cash.]
 Burritt's *Geography of the Heavens*.
 Galloway, *The Cross-Bow*. Longmans, 1903.
 Lalanne, *Treatise on Etching*, 1886.
 Muntz, Leonardo da Vinci, 2 vols.

G. E. Merritt, 277 Middlesex St., Lowell, Mass.
 [Cash.]

O'Callaghan's Irish Brigade in the Service of France.
 Connyngham's Irish Brigade in the Civil War.
Technical World, March, April, July, 1904.

S. S. Moore & Co., Charleston, W. Va.

Letters from Secretary of War Transmitting a Re-
 port of the Name, Rank and Line of Every Per-
 son Placed on the Pension List in Pursuance of
 the Act of March 18, 1813. Printed by Gates
 & Seaton, Washington, 1826.

Morris Book Shop, 165 Wabash Ave., Chicago, Ill.

Subdued Southern Nobility.
 Reclus, Earth and Its Inhabitants, odd vols.
 Herodotus, Littleburg's trans.
 Aphrodite, English trans, illus.
 Allerton's Practical Farming.
 Browning, R., *Poems*. Boston, 1864.
 Herodotus, Rawlanson, 4 vols. 1860.
 Trans of Am. Ass'n of Ophthalmology.
 Grammont's Memoirs, Nimmo ed.

J. Metcalfe Morton, 89a St. James's St.,
Brighton, Eng.

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 Rawlinson's Ancient History, Lippincott ed., 1 vol.
 Tragedy of Sir Francis Bacon.
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 If I Were King, by McCarthy, Play Form.
 The Proud Prince, by McCarthy, Play Form.
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 Lombroso's Criminology.

Miss Rose Newell, 1382 Mass. Ave., Cambridge,
Mass.

Gilmore, John Sevier.

N. Y. Medical Book Co., 45 E. 42d St., N. Y.

Allen, General Symptom Register of the Materia
 Medica.

Ernest Dressel North, 4 E. 39th St., N. Y.

Bacon, Translation of Certain Psalms.
 Bennett, T. Racksale and Daughter; Deeds of Henry
 and Journalism of Women.
 Butler, Bishop, Sermons, 1st ed.
 Field, Little Book of Western Verse, L. P.
 James Henry, 1st eds., viz.: A Passionate Pilgrim;
 Roderick Hudson; Watch and Ward; Daisy Mil-
 ler; An International Episode; Diary of a Man
 of Fifty, etc.; Portrait of a Lady; Tales of Three
 Cities; A Little Tour in France; Georgian's Rea-
 sons; The Aspern Papers; The Real Thing and
 Other Tales; Embarrassments; The Other House;
 The Two Magics; The Sacred Fount; The Amba-
 sadors; English Hours; Question of Our Speech.
 Mains, Mrs., Cities and Sights in Spain.
Mass. Quarterly Review, Sept., 1849; March, '50.
 The Offering for 1820.
 Poe, The Raven, 1st ed. N. Y., 1845.
 Pollard's Colophons. Caxton Club.
 Trowbridge, Seven Splendid Sinners.
 Tylor's Primitive Culture, 2 vols., English ed.
 Webb, Vagrom Verse.

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P. O. Box 611, Portland, Conn. [Cash.]
 Green, Spiritual Philosophy, vol. 2.
 Hunt, Religious Thought in England, vol. 1.
 De Amicis's Holland, vol. 1. Pub. by Coates.
 Froude, Short Studies on Great Subjects, any odd vols. Scribner.
 C. C. Parker, 220 So. Broadway, Los Angeles, Cal.
 Mapleson Memoirs, 2 vols. Chicago, 1888.
 Sister of a Saint, Channing.
 Arius the Libyan.
 The Herbal, or History of Plants, Gerard.
 Philadelphia Book Co., 17 S. 9th St., Phila., Pa.
 Overman's Mechanics for Millwrights.
 Philadelphia Magazine Depot, 326 N. 10th St., Phila., Pa. [Cash.]
 Am. Mag. of Civics, Feb., Sept., 1893; April, May, 94.
 Am. Museum, Phila., vol. 10, 1791.
 Am. Germanica, N. Y., vol. 3, nos. 3, 4, 1900.
 Arena, Sept., 1898; Sept., Oct., Dec., '99; June, 1900; Aug., '08.
 Bibelat, Feb., 1899. At 25 c.
 Pierce & Zahn, 1537 Arapahoe St., Denver, Colo.
 Heremepus Redivivus, Work on Astrology.
 Leonard, Wrestling.
 Teolin Pillot Co., 409 Main St., Houston, Tex.
 The Children's Hour. H. M. Co.
 Stephens's War Between the States, vol. 2.
 Friendships of Miss Mitford.
 Stoddard and Sanborn, Homes and Haunts of Our Earlier Poets.
 Powner's Book Store, 107 Clark St., Chicago, Ill.
 Metropolitan, July, 1904.
 Nature, March 12, 1908.
 Darius Green and His Flying Machine, any ed.
 Dr. Reinhardt's 120 Years of Life, How to Attain It.
 C. S. Pratt, 161 6th Ave., N. Y. [Cash.]
 Westropp, Antique Gems.
 Aphra Behn, Plays.
 Little Gentleman in Green, old Juvenile.
 Kama Sutra.
 Walke, Naval Scenes, etc., of the Civil War.
 Presbyterian Board of Pub., 156 5th Ave., N. Y.
 History of Union and Middlesex Cos., New Jersey, ed. by V. Woodford Clayton. Philadelphia, Enerts & Peck, 1882.
 Presbyterian Board of Pub., 400 Sutter St., San Francisco, Cal.
 Tavernier, Travels in India.
 Presbyterian Book Store, Fulton Building, Pittsburgh, Pa.
 Lange's Commentary, second-hand: Numbers, Deuteronomy, 1st and 2d Samuel, Isaiah, Daniel, The Minor Prophets, Revelation.
 Dean Alford's Greek Testament, 4 vols., cl.
 C. J. Price, 1126 Walnut St., Phila., Pa.
 All quotations by mail:
 Mrs. Grant's Memoirs of an American Lady, 3vo, hf. vellum, uncut. Albany, 1876.
 Kama Sutra of Vatsyayana, 8vo, vellum.
 Ananga Ranga, 8vo, vellum.
 Perfumed Garden, 8vo, vellum.
 Clodier de la Clos, Dangerous Connections, in English.
 G. P. Putnam's Sons, 27 W. 23d St., N. Y.
 Twain, Huckleberry Finn, 1st ed.
 Twain, Adventures of Tom Sawyer, 1st ed.
 Any Twain books, 1st eds.
 Value of Life.
 Curtis, Life of Webster, 2 vols. New York, 1870.
 Michelet's France, 2 vols. Appleton.
 Lubbock, Origin of Civilization. Appleton.
 Gerard, Peace of Utrecht.
 Rydberg, Roman Days.
 Twain, Secret Philosophy.
 Raymer's Old Book Store, Seattle, Wash.
 Architecture, History of, vol. 33. I. C. S.
 Firey Trials (Religious plug).
 Simms, Geo. R., Poems.
 Uncle Liab and Other Farm Ballads.

A. E. Raettig, care of F. H. Revell Co., 158 5th Ave., N. Y.
 Green, Tom Heron of Saxe.
 Fleming H. Revell Co., 80 Wabash Ave., Chicago, Ill.
 South America, by Hezekiah Butterworth. Pub. by Doubleday, Page & Co.
 Daniel O. Rice, 4632 Vernon Ave., St. Louis, Mo.
 Autobiography of Dan Rice, Circus Clown.
 Philip Roeder, 616 Locust St., St. Louis, Mo.
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 Nena Sahib, or the Mutiny of India.
 History of the Books of the Bible, by Calvin E. Stowe.
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 Rohde & Haskins Co., 16 Cortlandt St., N. Y. [Cash.]
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 Curtis's Life of Daniel Webster.
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 J. Francis Ruggles, Bronson, Mich.
 Tuke's Illus. of Mind on Body.
 Forbes's Nature and Art, etc.
 The St. Louis News Co., 1008 Locust St., St. Louis, Mo.
 Brann's Iconoclast, 2 vols.
 St. Paul Book and Stationery Co., St. Paul, Minn.
 Western Architect, vol. 1, nos. 1, 4; vol. 4, no. 10; vol. 9, title-page and index.
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 American Machinist, 1877 to 1908.
 Sorantom, Wetmore & Co., Rochester, N. Y.
 Salesbury's Relation of Alimentation & Disease.
 Britton and Brown's Illus. Flora, 3 vols.
 The Gulistan (of Saadi), trans. by Gladwin.
 Charles Sessler, 1314 Walnut St., Phila., Pa.
 Early Writings of John Woolman.
 Dostoevsky, 18 vols., set or odd vols. Pub. by Heineman.
 Sheboygan Public Library, Sheboygan, Wis.
 Moulton's Library of Literary Criticism, 8 vols.
 Reed's Modern Eloquence, 15 vols.
 Warner Library, 30 vols.
 John V. Sheehan & Co., 178 Woodward Ave., Detroit, Mich.
 Canoe Cruising and Camping, Frazer.
 Shepard Book Co., Salt Lake City, Utah.
 Kentucky Breeders' Stud Book.
 Ovid's Metamorphosis, trans. by John Clarke.
 Juvenal, trans. by Lewis, 2 vols., 2d ed.
 Bigelow's Life of Tilden.
 Bigelow's Speeches of Tilden.
 Bigelow's Letters of Tilden.
 R. E. Sherwood, 48 Maiden Lane, N. Y.
 Mrs. Low's French Home Cooking.
 John Skinner, 44 N. Pearl St., Albany, N. Y.
 The Mohawk Valley, Reid.
 Simms's Trappers of New York. 1850 or '60.
 Solomon Northrup.
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 Dickens's Works, Household ed.
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 Asa B. Gardner's Order of the Cincinnati in France.

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Military Maxims of Napoleon, 1st ed. or Fremantles.
The Monk-Knight of St. John. Dick & Fitzgerald.
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Analectic Magazine, early vols.
Frank Marryatt's Mountains and Molehills. 1855.
Meredith's Richard Feverel, 1st ed. 1859.
Poëy's Historia Natural de Cuba, 1851-'65.
Federal Reporter, odd vols.
Ships from Old Salem, recent.

Smith College Library, Northampton, Mass.

Plant World, vol. 4, nos. 2, 3, 4, 5, 6, 8, 10.
Popular Astronomy, vol. 17, no. 10.
Journal of Political Economy, vol. 4, nos. 3, 4; vol. 5, nos. 1, 2, 4; vol. 6, no. 1; vol. 7, no. 2; vol. 9, title-page and index.

A. H. Smythe, 43 S. High St., Columbus, O.

Physiology of the Voice, Howard.
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Dean, Fishes, Living and Fossil.
Willey, Amphioxus and Ancestry of Vertebrates.
Tryon, Conchology.
Andrews, Advanced Botany.
Hilgard, Origin, Value, etc., Alkali Lands.
Tourney, Relation of Forests to Steam Flow.
Bigelow, Aquatic Microscopy for Beginners.
Upham, Life of Faith Harper.
Dawson, Physical Geog. and Geology of Canada.
Bresnau, Practical Hotel Housekeeper.
Cole, Encycl. of Dry Goods.
Emerson, Trees and Shrubs of Mass., 2 vols.
Wells, Century of French Fiction.
Armsby, Cattle Feeding.
Bousal, Fight for Santiago.
Draper, Rescue of Cuba.
McLaughlin, Hist. of American Nation.
Russell, Illus. Hist. War with Spain.
Wilson, Downfall of Spain.
Barnes, Story of Cuban War.

E. Steiger & Co., 49 Murray St., N. Y.

[Cash.]

Abbott, Concordance to Works of Alexander Pope.
N. Y., 1876.
Foundry, vols. 1 to 34, complete set.

Henry Stevens, Son & Stiles, 39 St. Russell St., London, Eng.

Brinton's Lenape and Their Legends.
Brinton's Myths of the New World. 1896.
Fiske's Myths and Myth-Workers.
Emerson, American Indian Myths.
Drake's New England Legends.
Curtin's Creation Myths.
Mathews's Hiawatha and Other Legends.
Grinnell's Pawnee Hero Stories.

Stone's Book Store, 136 4th Ave., N. Y.

Capital, by Alex. Johnson of Utica. About 1820.

J. F. Stuart, 256 S. 52d St., Phila., Pa.

Dramas of Bulwer-Lytton, 1 vol., complete.
Private Chivalry, by Francis Lynde.
Mademoiselle de Maupin, Gautier, cheap copy.

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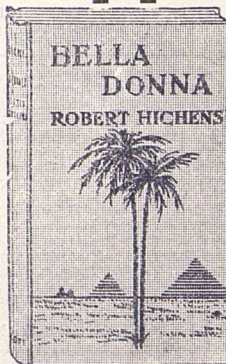
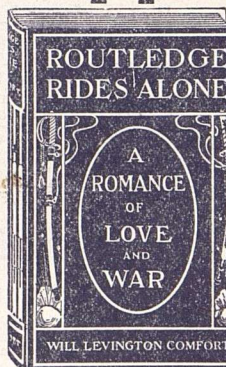
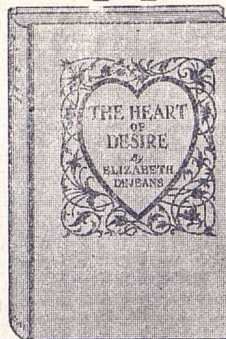
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